

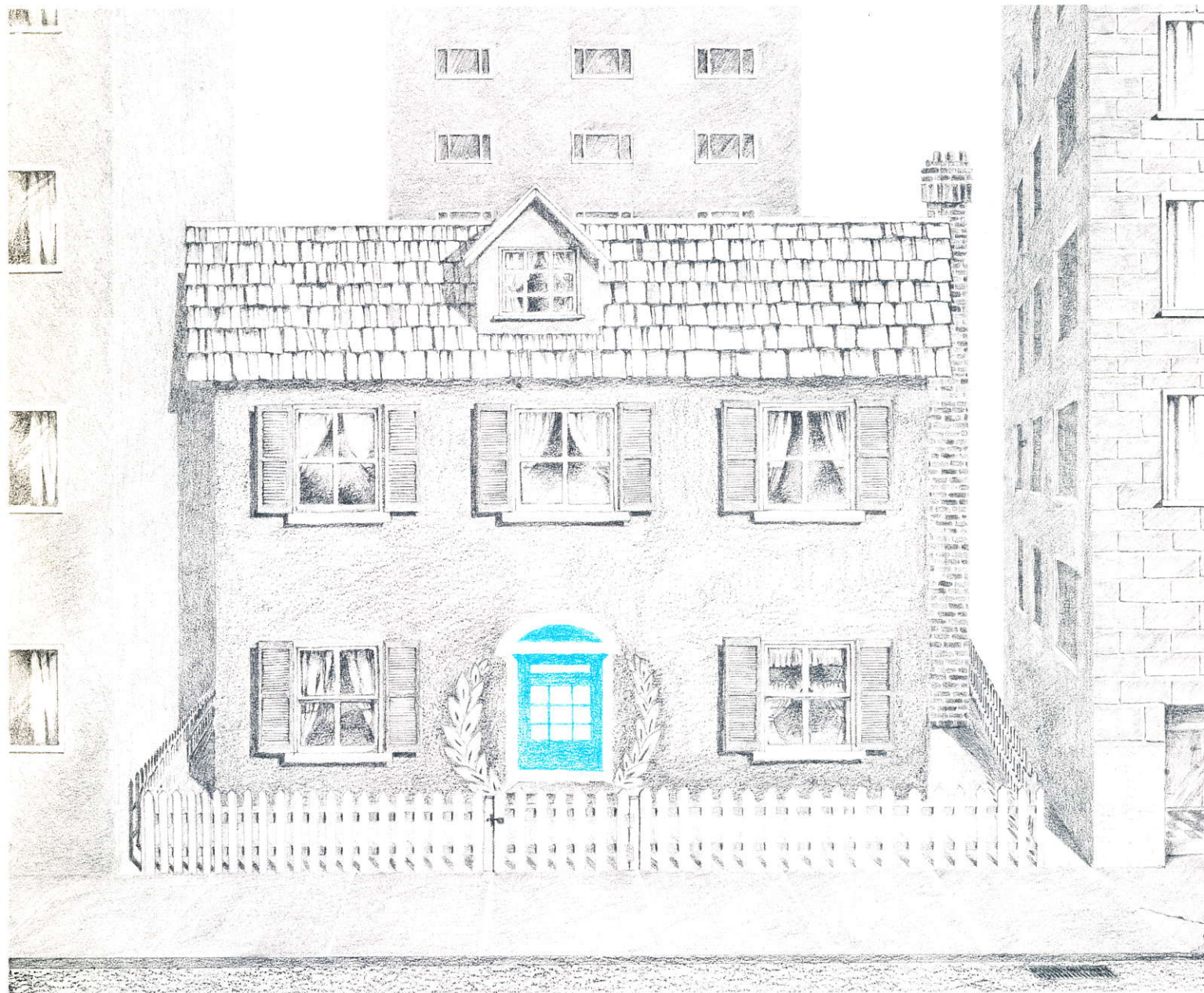


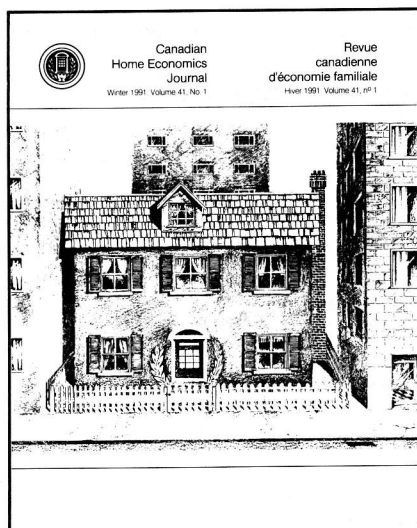
Canadian
Home Economics
Journal

Winter 1991. Volume 41, No. 1

Revue
canadienne
d'économie familiale

Hiver 1991. Volume 41, n° 1





Cover design: Dennis Goshinmon

Printed by: M.O.M. Printing Ltd., Ottawa

ARTICLES LES ARTICLES

- Polyester: Innovations and Prospects
Denise Cromwell 9
- Integration Through Greater Collaboration: The Case of International Food and Nutrition
Marilyn S. Prehm 12
- The Role of the Home Economist as a Financial Counsellor in Transition Shelters
Romy Quackenbush 20
- The Ecologo: A Smart Environmental Choice
Brenda Missen 23

RESEARCH SECTION SECTION DES RECHERCHES

- Health Registration Records as a Source of Samples of Female — Headed Parent Families: Prospects and Limitations
Marion L. Campbell 27
- Identité Professionnelle Chez Les Étudiants et Étudiantes en Consommation de l'Université Laval
Marie J. Lachance and Colette Landry Martin 32
- Editorial Panel, CHEJ Research Section 31

DEPARTMENTS LES RUBRIQUES

- From the Editors 3
- President's Message/Le Message de la présidente 5
- Book Reviews 39
- Abstracts of Current Literature 42
- New Developments 47
- What Do You Say When? Margaret Bateman Ellison 52
- On The Job: Profile of a Home Economist: Norah Bennett 54
- Guide for Authors 56
- Call for Papers and Submission Deadlines 55
- Advertising Rate Card 59
- Honor Award 58

(Date of issue—January, 1991)

ISSN 0008-3763

Second Class Mail
Registration No. 6671

Published quarterly/Publication trimestrielle

Canadian Home Economics Association
901-151 Slater Street, Ottawa, K1P 5H3, Canada
Tel: (613) 238-8817/238-8819

CHEJ EDITORIAL OFFICE

Lethbridge Community College
3000 College Drive South
Lethbridge, AB, T1K 1L6, Canada

Editor/Rédactrice en chef

Glenda Everett, PHEC, MS
Program Administrator
Lethbridge Community College
Lethbridge, AB, T1K 1L6
Tel: (403) 320-3343
(403) 329-6948

Associate Editor/ Rédactrice associée

MaryAnn Joly, PHEC
Home Economist
Canadian Western Natural
Gas Company Limited
Lethbridge, AB, T1H 2A9
Tel: (403) 327-4551
(403) 381-0428

Contributing Editor/ Rédactrice en collaboration

Brenda White
Nutrition Educator
Dairy Nutrition Council
#6, 2111 Centre St. N.
Calgary AB, T2E 2T2
Tel: (403) 276-5884 (W)
252-9080 (H)
Fax: (403) 277-1854

Book Review Editor/ Rédactrice des comptes rendus

Linda West, PHEC
Home Economist
Canadian Western Natural
Gas Company Limited
Lethbridge, AB, T1H 2A9
Tel: (403) 327-4551
(403) 756-3560

French Editor/Rédactrice française

Carmelle Therien-Viau
Retired
C.P. 192
Prevost, Quebec J0R 1T0
Tel: (514) 224-2738

Research Editor/ Rédactrice des articles de recherches

Betty Crown, PhD
Dept. of Clothing and Textiles
301 Printing Services Building
Edmonton, Alberta T6G 2N1
Tel: (403) 492-2774

Advisor/Consultante

Eloise Comeau Murray
Dean, Faculty of Home Economics
University of Alberta
Edmonton, AB, T6G 2M8
Tel: (403) 432-3883
(403) 433-1647

Business Manager/ Administratrice

CHEA National Office
901-151 Slater St.
Ottawa, ON, Canada
K1P 5H3

Advertising Representative/ Représentant de publicité

CHEA National Office
901-151 Slater St.
Ottawa, ON, Canada
K1P 5H3

The Association: The Canadian Home Economics Association is the national professional organization for those educated and/or working in the field of consumer and family studies, foods and nutrition, home economics, and human ecology. The mission of the association is to strengthen the home economics profession and to actively promote improved quality of life for individuals and families in Canada and the developing world.

Subscriptions, membership fees and change of address should be mailed to the CHEA National Office, 901-151 Slater St., Ottawa K1P 5H3, Canada.

Subscriptions are available to libraries and institutions at the rate of \$50.00 per year (\$55.00 U.S.; \$59.00 Foreign) and to individuals not eligible for membership at the rate of \$35.00 per year (\$40.00 U.S.; \$44.00 Foreign).

Classified Ads should be sent directly to the Business Manager. The rate is 95 cents per word or figure (\$30 minimum). Rates for classified display ads are available on request.

Contents are indexed in the *Canadian Periodical Index* and selectively indexed in *Public Affairs Information Service (PAIS)*, *Canadian Education Index*, *Nutrition Abstracts and Reviews*, *Inventory of Marriage and Family Literature*, *Bibliographic Index of Health Education Periodicals*, *Current Index to Journals in Education*, and *World Textile Abstracts*. Microfilm and Xerographic copies are available from Micromedia Limited, 158 Pearl Street, Toronto, Canada M5H 1L3 and University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

Responsibility: The materials herein printed including advertising copy are the expression of the writers and not necessarily a statement of policy of the Canadian Home Economics Association.

©Copyright, Canadian Home Economics Association, 1990. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form by any means without prior written permission.

Supported in part by grants from The Canadian Home Economics Foundation and the Canadian Association of Research in Home Economics.

L'Association unéconome familiale est un organisme professionnel national regroupant les personnes qui travaillent ou sont diplômées en études sur la famille ou en consommation, en alimentation, nutrition, économie familiale et écologie humaine. La mission de l'association est de renforcer la profession et de promouvoir une plus grande qualité de la vie pour les particuliers et les familles au Canada et le monde en voie de développement.

Le règlement des abonnements et des cotisations et les changements d'adresse doivent être envoyés au Bureau national de l'ACEF, 901-151, rue Slater, Ottawa K1P 5H3, Canada.

L'abonnement annuel aux bibliothèques et aux institutions est 50\$ (55\$, États-Unis; 59\$, autres pays étrangers). Aux individus qui ne peuvent devenir membres de l'association, l'abonnement annuel est 35\$ (40\$, États-Unis; 44\$, autres pays étrangers).

Le matériel publicitaire doit être envoyé directement à l'administratrice. Tarif des petites annonces : 95 cents le mot ou le chiffre (minimum de 30 \$); annonces en vedette : tarif sur demande.

Nos articles sont répertoriés dans l'*Index des périodiques canadiens*, et sélectivement, dans *Public Affairs Information Service (PAIS)*, le *Répertoire canadien sur l'éducation*, *Nutrition Abstracts and Reviews*, *Inventory of Marriage and Family Literature*, *Bibliographic Index of Health Education Periodicals*, *Current Index to Journals in Education* et *World Textile Abstracts*. Pour en obtenir des copies dactylographiées ou sur microfilm, s'adresser à Micromedia Limited, 158, rue Pearl, Toronto, Canada M5H 1L3, ou à University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

Responsabilité : Les articles de la *Revue* et le matériel publicitaire ne reflètent pas nécessairement les vues de l'Association canadienne d'économie familiale.

©Copyright, Association canadienne d'économie familiale, 1990. Il est interdit de reproduire, sous quelque forme que ce soit, le contenu de la *Revue* sans autorisation écrite préalable.

Patronné en partie par concessions de la Fondation Canadiennes des Spécialistes en l'Économie Familiale et l'Association Canadienne de Recherche en Économie Familiale.

CHEA BOARD OF DIRECTORS 1989-90 EXECUTIVE COMMITTEE

President

Linda McKay

President-Elect

Ruth Berry

Secretary

Nancy Scrutton

Treasurer

Linda Robbins

Vice-President — Public Policy

Ann Scott

Vice-President — Professional Development

Donna Osmun

Vice-President — Professional Practice

Carol Steyn

Vice-President — International Development

Pat Malone

OTHER BOARD MEMBERS

Past President

Barbara Cousins

CHE Journal Editor

Glenda Everett

REGIONAL DIRECTORS

British Columbia

Jane Thomas

Alberta

MaryAnn Joly

Saskatchewan

Linda Braun

Manitoba

Toby Decker

Eastern Ontario

Barbara Floyd

South West Ontario

Ronnie Alter

Central Ontario

Margaret Howard

Quebec

Carmelle Therien Viau
Emily Reid

New Brunswick

Aline Landry

Nova Scotia

Coral Murphy

Prince Edward Island

Nancy Reddin

Newfoundland/Labrador

Joan Casey

Yukon/Northwest Territories

Trina Rentmeister

MEMBERSHIP IN CHEA "Membership Means Power"

You owe it to your professional self to be a member of CHEA and to encourage other home economists to be members.

Write to the National Office, 901-151 Slater Street, Ottawa ON, K1P 5H3, for information today or better yet, phone (613) 238-8819.

Putting together an issue of the Journal is no small feat. It takes the efforts of many people and we are thankful to have such a professional hard working committee to help us with this task.

Dr. Phyllis Johnson, as Research Editor, has played a key role in its production. Her experience, attention to detail, and efforts to improve the quality of submissions established a standard for which we strived as new editors to the Journal. We are certain that this will continue with the appointment of a new Research Editor — **Dr. Betty Crown**. We thank you, Phyllis, for the 5 years that you dedicated to the Journal as Research Editor. Your efforts have not gone unnoticed.

Our changes to our committee include two new writers for the Abstracts of Current Literature section. **Kathy Kilgour**, a graduate student at the University of Alberta (Family and Consumer Studies), and **Laurel Martin**, a graduate student at the University of Manitoba (Clothing and Textiles), have their first set of submissions in this issue of the Journal. **Laurie Wadsworth** continues in her role as the writer for the Foods and Nutrition Abstracts. Her ongoing dependability is much appreciated.

The majority of our editorial committee remains unchanged. We are certain that they would appreciate any feedback from you, the reader. **Linda West** continues to facilitate the production of the Book Review section. If you would like to assist by writing a book review, Linda would be glad to hear from you. **Brenda White** continues in her role as Contributions Editor. With the reduction in size of **Rapport**, Brenda will be trying to keep you updated on as many new developments as she can. She is planning to introduce a new subsection called Resources. We have tried to produce a Journal that meets the broad interests of the readership. If we have failed to do that, we want to hear from you. (Accolades are also welcome!)

In this issue we have included an additional President's Message. **Linda McKay**, our President, has provided us with an excellent summary of the Strategic Plan that CHEA has adopted for the next five years. It seems appropriate and vital that all of the membership be aware of the direction in which the Association is moving so that they too can become involved in the process. Much hard work has been done by the previous boards to bring us to a point where we are now able to move forward confidently and well-focused.

In the articles a number of current issues have also been addressed. Denise Cromwell's article, Polyester: Innovations and Prospects, provides an update of current developments in an area of clothing and textiles. The reader will be amazed at the number and variety of new products on the market! We are pleased that we are able to publish an article written by a student of a post-secondary home economics program. Marilyn S. Prehm's article, Integration Through Collaboration: The Case of International Food and Nutrition, proposes an interesting framework from which to view international food and nutrition activities and projects. The third General Interest article, The Role of the Home Economist as a Financial Counsellor in Transition Shelters by Romy Quackenbush, represents a submission from a

recent graduate of a post-secondary home economics program. It addresses the widespread problem of family violence in our society and a role that home economists can play to alleviate the problem. Finally, an article by Brenda Missen, The Ecologo: A Smart Environmental Choice, follows up on a session that was presented at the CHEA conference in Calgary this past July. (Hopefully, there will be more articles in upcoming issues on the environmental topic.)

We are also pleased to have two submissions in the Research section. The first article by Marion L. Campbell, Health Registration Records as a Source of Samples of Female-Headed Parent Families: Prospects and Limitations, should be of interest to the academic sector as well as the professional working in the field. For our French membership we are also able to include a Research article in French. (We will continue our efforts to include French content in the Journal. Many thanks to our French Editor, **Carmell Therien-Viau**, for her support and assistance.)

Every effort is being made by your Journal committee to produce a quality Journal that meets the needs of the readership. We are considering the institution of a double blind review process for the General Interest articles, reviewing the Copyright policy to ensure that it aligns with the new Copyright Act, and soliciting input from all of our readership. We look forward to hearing from you.

Glenda Everett
Mary Ann Joly

Reflecting Back and Looking Forward

This issue completes my tenure as editor of the Research Section. The past five years have been challenging and enjoyable with many opportunities to promote home economics research in the Journal as well as at conferences organized by the Canadian Home Economics Association (CHEA) and by the Canadian Association for Research in Home Economics (CARHE).

At this time it seems appropriate to sum up the past five years, emphasizing key areas such as publication statistics, content and focus of research, funding, special initiatives, and future directions/issues facing the Research Section.

Publication statistics. There were 90 manuscripts submitted during my term (October 1985 — September 1990). Of these, 13% were accepted outright or with conditions, 32% were rejected (includes 4% judged as inappropriate for the Research Section), and the remainder were rejected with the possibility of revising and resubmitting them. The latter category includes 23% eventually accepted, 4% rejected, 17% not resubmitted, and 10% under consideration. Accomplishing the goal of improving quality of publications meant that "revise and resubmit" increasingly became the decision. Authors should be encouraged by the final acceptance rate, even though it may have involved one or more revisions prior to publication. The members of the editorial panel deserve considerable recognition for their thoroughness of reviews and the care taken to provide constructive reviews.

Content and focus of research. Submissions came from all of the areas within home economics (14% clothing and textiles; 21% consumer studies, resource management, and housing; 22% family studies; 20% foods and nutrition; 17% home economics education/studies; and 6% on research methods/theories). Of the submissions, 17% were qualitative research studies or review articles on qualitative research methods.

Funding. As I began my term, we were facing the possibility of implementing a processing fee and decreasing the number of articles published. Fortunately, we received a grant from the Social Sciences and Humanities Research Council (SSHRC) under its program of aid to learned journals. After the three year grant ended, the CHEA Board of Directors agreed to support the section at a similar level. In addition, we have received grants from the CHEA Foundation to continue special initiatives and promotion of the Research Section. The Canadian Association for Research in Home Economics provides some financial support annually. The commitment of these groups to promoting dissemination of home economics research ensures that the new editor will have opportunities for some special initiatives and/or new directions for the Research Section.

Special initiatives. A special issue on *Aging in Canada*, guest edited by Norah Keating at the University of Alberta, was published (Summer 1988, Vol. 38, No. 3). The theme, for the first time in a number of years, was carried out in both the General and Research articles.

Rather than compiling a special issue on methodological articles, I decided to promote submission of such articles and to publish them in separate issues. Three have been published: C. Harvey, *Telephone Survey Techniques* (Winter 1988, Vol. 38, No. 1); G. Chapman & H. MacLean, *Qualitative Research in Home Economics* (Summer 1990, Vol. 40, No. 3); and M. Campbell, *Health Registration Records for Samples of Single Parents* (Winter 1991, Vol. 41, No. 1).

Annual participation in CARHE conferences provided a forum for advice on directions for the Research Section as well as awareness of current home economics research. At the 1990 conference, with the assistance of M. Arcus, an associate editor of *Family Relations*, we began what I hope will be a series of sessions on the theme: "Perspectives on Publishing Home Economics Research." These sessions could be extended to participants at CHEA as well as CARHE. Potential topics include: "Writing constructive reviews"; "Preparing a publishable manuscript"; "Understanding the review process"; "Publishing articles from one's thesis"; and "Writing up research for use by professionals".

Future directions/issues. Distinguishing what is appropriate for the Research vs. the General Section has not always been clear and may become less clear if the refereeing process is implemented for the General Section. Additional description of what constitutes a research paper may need to be added to the Guide for Authors.

The Journal serves a multidisciplinary audience comprised of professionals and academics. Writing for such an audience requires "jargon-free" language, expanded explanation of methods used, and attention to the application of the research. While editing might handle these concerns adequately, I believe a policy statement in the Guide for Authors might be beneficial.

A continuing concern is increasing the number of submissions. Soliciting manuscripts on a specific topic has been the most effective strategy for me. An avenue to explore is conducting publishing sessions at CHEA and CARHE conferences.

I look forward to watching the Research Section continue to improve under the editorship of Dr. Betty Crown. I appreciate the privilege I have had in serving as Research Editor and I extend my special thanks to the editorial panel, to the authors, to my predecessor, Dr. Dianne Kieren, and to the CHEJ editors — Barbara Baczynsky, Nancy Scrutton, and Glenda Everett.

Phyllis J. Johnson, PhD
Out-going Editor,
Research Section

New Research Editor Appointed

Betty Crown has accepted the position of Research Editor replacing Dr. Phyllis Johnson. Dr. Crown has been a faculty member in the Faculty of Home Economics at the University of Alberta since 1969. She has served as Associate Dean of that faculty and as chairperson of the Department of Clothing and Textiles.

She obtained her BHSoc and MSc from the University of Guelph and her PhD from the University of Alberta. Her research interests include protective clothing, textile flammability, and consumer behavior models and their application to textiles and safety. She has received research funding from a number of sources including SSHRC, both federal and provincial government agencies, and private industry. She has served on the editorial panel of CHEJ and other journals, and is a past president of both the Alberta Home Economics Association and the Canadian Association for Research in Home Economics.

President's Message/Le Message de la présidente

Canadian Home Economics Association — Strategic Planning for the 1990s Planification stratégique pour les années 1990

Linda McKay



Linda McKay

The Canadian Home Economics Association has a Strategic Plan to guide the focus of the national professional association. This Strategic Plan represents an organized approach for planning the future direction of the Association. During the past year the Plan was circulated to affiliated groups for discussion, reporting, and revision. To continue the planning process, the Issues Forum at the national conference in Calgary in July 1990 served to identify those issues and services that members want and expect from the Association.

The CHEA 1991-95 Strategic Plan creates a dynamic and exciting vision of the profession of home economics. It builds in the great variety of acknowledged strengths and addresses future challenges. The CHEA has recently become a federated structure which streamlines the Association and develops an efficient platform from which social issues can be addressed. CHEA is in the position to take the initiative to strengthen leadership, ensure growth as a profession, focus attention on issues and programs, and focus the resources. The present structure allows the Association to be innovative and responsive to members and issues and to support and promote the mission of the profession.

L'Association canadienne d'économie familiale a élaboré un plan stratégique pour concentrer ses efforts professionnels à l'échelle nationale. Ce plan vise à structurer les orientations futures de l'Association. Depuis un an, il a été communiqué à des groupes affiliés pour qu'ils en discutent, en traitent dans leurs rapports et y apportent des révisions. Pour poursuivre le processus de planification, le Forum national de juillet dernier, à Calgary, a permis de cibler les dossiers et les demandes de service dont les membres voudraient que l'Association soit saisie.

Le plan stratégique 1991-1995 de l'Association offre de la profession d'économie familiale une vision dynamique et excitante. Il repose sur le vaste nombre d'acquis reconnus et énonce les défis à relever. L'Association canadienne d'économie familiale est récemment devenue un organisme fédéré, ce qui lui permet de mieux structurer ses travaux et d'élaborer un programme efficace d'étude des dossiers sociaux. L'ACd'EF peut désormais faire preuve de leadership, assurer la croissance de la profession, attirer l'attention sur certains dossiers et programmes et concentrer ses ressources. Sa structure actuelle lui permet d'être innovatrice, de s'intéresser aux besoins de ses membres et aux nouveaux dossiers, de soutenir la profession et d'en promouvoir la mission.

Par ce processus de planification stratégique, l'ACd'EF prend les devants. Cela signifie non seulement qu'elle doit faire certains choix, mais également qu'elle doit prendre des risques. Le processus de planification cerne les priorités dont dépend l'affectation des ressources. A mesure que les grands dossiers sont identifiés et que leur étude est approuvée, ils seront confiés à des groupes de travail et des comités. Les compétences particulières des membres seront utilisées pour les dossiers correspondants. Les affiliations avec des organismes apparentés seront mises à profit pour réaliser des changements sociaux dans des dossiers importants. La planification stratégique permettra de mener à terme ces diverses tâches. Dans cette planification, ce n'est pas l'économie familiale en général, ce ne sont pas les opinions professionnelles de chacun des membres qui priment; ce qui prime c'est l'ACd'EF comme organisme distinct.

In the process of strategic planning, CHEA is taking charge of its future in a proactive manner. This requires not only making choices, but taking risks as well. The planning process identifies priorities. Identifying priority issues determines resource allocation. As issues are identified and approved, task forces and committees will address the issues. The individual expertise of members will be used to address pertinent issues. Affiliations with related organizations will be used to effect social change on important issues. Strategic planning is a coordinated plan of action to accomplish these tasks. The Strategic Plan addresses CHEA as an organization, not as home economics in general, nor as individualized professional positions, but as a distinct organization.

Approximately 120 CHEA members from all areas of Canada attended the Issues Forum and there emerged a remarkable consistency regarding the issues to be addressed. The issues identified at the Issues Forum include:

- Preparing for 1994 Year of the Family
- Gender Issues
- Health Care
- Poverty/Housing/Income Security
- Debt Forgiveness
- Home Economics Education
- Environment
- Rights of the Child
- Elderly
- Social Action and Public Relations
- International Development.

1994 Year of the Family

Since 1994 is designated as the Year of the Family, it is perceived to be a high priority issue for CHEA. The goal is to work toward a sustainable environment for families incorporating gender equity, freedom from child poverty, and emotional safety for women and children in an environment free of family violence. In addressing environmental concerns, families need to be assisted to reduce expectations in line with environmental awareness. The mechanism for implementing this goal is to make links and take action at community and provincial levels and have task forces on issues at the national level to increase awareness about the family and policies related to family needs. Additionally, programs should be developed for CHEA Conference 91 with all provinces participating and working toward a unified image, utilizing the expertise of home economists from all across Canada in preparation for Conference 94.

Gender Issues

A policy of gender equity at home and abroad should be addressed. CHEA should become more active relative to the status of women. It was decided at the Annual General Meeting to develop a position paper or policy on the importance of including gender issues in primary to post-secondary education curricula; to promote and support gender and development workshops across the country to increase awareness of the implications of gender issues and the need to work for changes; and to recommend gender and development as agenda topics for the 1991 pre-conference I.D. Workshop, Deans' and Directors' meetings, and ACHES Conference.

Au Forum de Calgary, près de cent vingt participants, membres de l'ACd'EF, ont fait preuve d'une saisissante communauté de vues quant aux dossiers à aborder. Parmi ces dossiers on compte:

- la préparation en vue de 1994, l'Année de la famille
- le dossier féminin/masculin
- les soins de sante
- la pauvreté/le logement/la sécurité du revenu
- le pardon de la dette
- l'économie familiale dans l'enseignement
- l'environnement
- les droits de l'enfant
- les aînés
- l'intervention sociale et les relations publiques
- le développement international.

1994: L'Année de la famille

Pour l'ACd'EF, 1994 ayant été désignée "Année de la famille", elle est considérée comme un dossier de haute priorité. L'objectif est de tendre à un environnement propice aux familles, où règnerait l'égalité des sexes, l'absence de pauvreté infantile et la sécurité émotive des femmes et des enfants dans un milieu libre de toute violence familiale. Pour répondre aux préoccupations environnementales, il faut conscientiser les familles afin qu'elles réduisent leurs attentes. Dans ce contexte, il faut établir des liens et adopter des mesures à l'échelle locale et provinciale en vue de sensibiliser le public aux besoins des familles et aux politiques qui les concernent. Parallèlement en préparation de la conférence de 1994, il faut mettre au point pour la conférence de 1991 de l'ACd'EF des programmes qui entraînent la participation de toutes les provinces et qui oeuvrent à la création d'une image unifiée, fondée sur les compétences des spécialistes en économie familiale de tout le Canada.

Le dossier féminin/masculin

Il faut envisager l'élaboration d'une politique d'égalité des sexe pour le Canada et l'étranger. L'ACd'EF devrait s'intéresser plus activement au dossier de la condition féminine. L'assemblée générale annuelle a décidé de préparer un document de principe ou une politique sur la nécessité:

- de prévoir dans les programmes pédagogiques, du primaire au post-secondaire des enseignements sur l'égalité des sexes;
- de promouvoir et de favoriser la tenue, dans tout le Canada, d'ateliers sur la condition féminine et l'épanouissement, afin de sensibiliser la population au besoin de changement;
- de recommander que l'égalité des sexes et l'épanouissement soient inscrits aux ordres du jour de l'atelier préalable à la conférence de 1991, des réunions de doyens et de directeurs et de la conférence de l'Association canadienne des étudiants en économie familiale.

Les soins de santé

Au Canada, les soins de santé devraient être uniformes. La promotion de la santé devrait être axée sur la prévention. Les spécialistes en économie familiale doivent présenter leur point de vue aux groupes de travail concernés. L'information sur l'alimentation devrait être diffusée auprès des jeunes afin de les aider à améliorer leur santé. La prévention doit commencer dès le jeune âge. Pour que le message communiqué au public sur la santé soit conséquent, il faut recourir à des

Health Care

Health care should be consistent in Canada. Health promotion should have a preventive focus. Home economists must speak out by presenting positions and information to task forces. Nutrition information should be targeted to youths so that they achieve better health in the future. Prevention should begin at an early age. For a consistent health message to reach the public, an interdisciplinary approach should be used including doctors, nurses, teachers, industry representatives, extension workers, to name a few. All should be working together to get the health message out. Home economists can deal with the practicality of a healthy lifestyle promotion.

Poverty/Housing/Income Security

Poverty is an umbrella issue. People worldwide have a right to a minimum standard of living and we must support and work for this right. Poverty and the declining quality of life should be addressed nationally and internationally. The effect of poverty on women and children should be researched.

Debt Forgiveness

Following the Pre-Conference Workshop on Global Debt, it was approved at the Annual General Meeting that CHEA support the federal government in their current initiative of debt forgiveness on loans to developing countries. A task force is to be set up to look at the policies and programs of the Canadian government related to Third World debt and structural adjustment, considering its effect on the quality of life for women and families here and in the Third World.

CHEA has been mandated to encourage home economics and related units in Canadian universities and provincial Departments of Education to critically examine their consumer education programs in light of the realities of environmental degradation, world debt, and poverty.

Home Economics Education

Home economics in education must be a priority issue with CHEA. We must make a clear stand on the definition of home economics, what the body of knowledge entails, who can be called a home economist, and who has appropriate credentials for teaching home economics at all levels of education. We must address the issue of the demise of home economics in education and government.

Environment

We must work toward ensuring a sustainable environment for all. We are to investigate how home economists can take action to make the 1990s the turn around decade for the environment.

Rights of the Child

In working to address the rights of children, CHEA will endorse the United Nations Convention on the Rights of the Child and will promote awareness among its membership of the Convention on the Rights of the Child. CHEA members are encouraged to lobby their provincial representatives to ratify the Convention and to monitor government action to ensure that it conforms to the Convention. They are also asked to lobby the federal government to ensure that its official development assistance supports developing countries' initiatives to implement the Convention on the Rights of the Child.

méthodes multidisciplinaires auxquelles participent médecins, infirmières, enseignants, représentants du secteur commercial et autres intervenants du milieu. Il faut la collaboration de tous pour que le message sur la santé atteigne le public. Le milieu de l'économie familiale peut aborder au plan politique les modalités de promotion de la santé.

La pauvreté/le logement/la sécurité du revenu

La pauvreté est un dossier fourre-tou. Dans le monde entier, les êtres humains ont droit à un niveau de vie minimal et nous devons activement défendre ce droit. Tant à l'échelle nationale qu'au plan international, nous devons lutter contre la pauvreté et la baisse du niveau de vie. Il faudrait faire des recherches sur l'effet de la pauvreté sur les femmes et les enfants.

Le pardon de la dette

À l'assemblée générale annuelle, pour donner suite à l'atelier sur l'endettement de la planète, les participants ont souscrit à l'idée que l'ACdEF appuie l'initiative du gouvernement fédéral en matière d'effacement des dettes des pays en voie de développement. On constituera un groupe de travail qui examinera les politiques et les programmes du gouvernement canadien relativement à l'endettement du Tiers-monde et à l'adaptation structurelle, en prenant en compte leur effet sur la qualité de vie des femmes et des familles au Canada et dans le Tiers-monde. L'assemblée a demandé à l'ACdEF d'encourager les départements d'économie familiale et de disciplines connexes des universités canadiennes ainsi que les ministères provinciaux de l'éducation à examiner d'un oeil critique leurs programmes d'éducation des consommateurs en tenant compte de la dégradation environnementale, de l'endettement mondial et de la pauvreté.

L'économie familiale dans l'enseignement

L'ACdEF doit accorder une grande importance à la question de la place de l'économie familiale dans l'enseignement. Nous devons clairement et fermement définir l'économie familiale et le corpus des connaissances concernées. Nous devons préciser qui peut prétendre au titre d'économiste familial, qui a les qualités appropriées pour enseigner l'économie familiale à tous les niveaux d'enseignement. Nous devons examiner de près la question du déclin de l'économie familiale dans l'enseignement et dans le secteur gouvernemental.

L'environnement

Nous devons oeuvrer à l'assainissement durable de l'environnement pour tous. Comment pouvons-nous dans notre discipline, adopter des mesures pour que les années 90 soient la décennie où changent les comportements relatifs à l'environnement?

Les droits de l'enfant

L'ACdEF entend approuver la convention des Nations-Unies sur les droits de l'enfant et conscientiser ses membres à l'endroit de cette convention. Nous encourageons les membres de l'ACdEF à faire des démarches auprès de leurs représentants provinciaux pour que ces derniers ratifient la convention et s'assurent que les gouvernements en respectent les principes. Il faudra également s'assurer que le gouvernement fédéral, par ses programmes d'aide publique au développement favorise les initiatives de mise en oeuvre de la convention dans les pays en voie de développement.

Elderly

CHEA should draw attention to the issue of an aging society and prepare its membership and society to address the important aspects of this aging society.

Social Action and Public Relations

CHEA must be actively involved in examining policy and actions. Members are encouraged to lobby at local, provincial, and federal levels. Home economists should be supported for political positions at all levels of government.

International Development

CHEA should aim to continue the strong effective International Development Program presently in place.

For our long range strategic plan to be most effective in changing behavior, it should have both a sound practical and theoretical base. Organizations have cycles and developmental stages of maturity as do individuals. Each stage in the organization builds on the preceding stages. At the present time, CHEA has evolved into a mature, efficient structure. CHEA is financially sound with thanks to the previous Boards of Directors for the fiscal responsibility they exercised. This places CHEA in the appropriate position to address social issues relating to the well-being of the family in an effective and professional manner.

The professional competence of our individual members is impressive and our members should be empowered to address these issues. The collective expertise of our members applied to common goals will mean our members can serve as change agents. Now is the time for action. CHEA has very serious issues to consider and these issues have been laid out by the membership. The issues are not going to go away nor will they resolve themselves. They must be addressed with a coordinated plan of action. Strategic planning is an attempt to take control of the issue in a proactive manner. It provides the mechanism for improving the quality of the responses to these issues. To implement policy we must provide clear messages to those who are responsible for policymaking. Avoiding controversy may no longer be possible. A feedback loop involving planning, implementing, evaluating, and revising must be included as part of the process.

Our Board of Directors must operate by a plan. The membership has spoken and the Board needs to provide the staff with a guide to action. We look to our leaders for integrated direction and empower our staff so that CHEA can be proactive rather than reactive. We must start with concepts and work out the details through creative problem-solving. Our objectives must be clear to the membership, concrete enough to be attainable, and well understood. As home economists we must make choices that will lead to lifestyles that are personally satisfying, globally responsible, and ecologically sustainable.

Les aînés

L'ACd'EF devrait porter à l'attention de tous la problématique du vieillissement de la société et préparer ses membres ainsi que le public à répondre à cette problématique.

L'intervention sociale et les relations publiques

Nous devons activement examiner les politiques et les actes publics. Nous encourageons nos membres à faire du lobbying aux niveaux local, provincial et fédéral. Les spécialistes en économie familiale devraient recevoir notre appui lorsqu'ils se portent candidats à des postes politiques des divers paliers gouvernementaux.

Le développement international

L'ACd'EF devrait maintenir son programme de développement international, programme qui s'est révélé puissant et efficace.

Pour modifier les comportements de façon utile, notre plan stratégique à long terme devrait se fonder sur de solides principes pratiques et théoriques. À l'instar des humains, les organismes ont des cycles et des étapes d'évolution vers la maturité. Chaque étape profite des acquis des étapes précédentes. Aujourd'hui L'ACd'EF est devenue une organisation adulte et efficace. Grâce à la prévoyance budgétaire de nos anciens conseils d'administration, L'ACd'EF est en très bonne situation financière. Cela lui permet d'aborder de façon efficace et professionnelle les dossiers sociaux touchant le bien-être des familles.

La compétence professionnelle de nos membres est impressionnante et nous avons tout ce qu'il faut pour nous pencher sur ces questions. Grâce à leur expérience collective, nos membres pourront, en se concentrant sur des objectifs communs servir d'agents de changement social. C'est maintenant qu'il faut agir. L'ACd'EF doit mener à bien l'étude des dossiers très importants que ses propres membres ont choisis. Les difficultés ne disparaîtront pas plus qu'elles ne se résoudront toutes seules. Seul un plan d'intervention coordonnée permettra de s'y attaquer. La planification stratégique vise à nous permettre de contrôler activement l'évolution d'un dossier, à établir les mécanismes qui améliorent la façon dont nous réagissons à ces diverses problématiques. Pour faire mettre en oeuvre des politiques, nous devons transmettre des messages clairs aux décideurs responsables. Il ne sera peut-être plus possible d'éviter la controverse. Le processus devra prévoir des modalités de feedback qui prennent en compte la planification, la mise en oeuvre, l'évaluation et la révision.

Notre conseil d'administration doit agir en se conformant à un plan. Les membres ont exprimé leurs desiderata; il appartient au conseil de donner au personnel des directives d'action. Nos dirigeants doivent assurer une orientation intégrée et insuffler à notre personnel l'énergie qui nous permettra d'agir les premiers plutôt que de réagir. En partant des bases théoriques, nous devons prévoir nos interventions dans le détail, grâce à des solutions innovatrices. Nos objectifs doivent clairement être compris de nos membres et être suffisamment concrets pour être réalisables. En notre qualité de spécialistes de l'économie familiale, nous devons effectuer des choix qui permettent à chaque personne de vivre de façon satisfaisante, responsable à l'endroit de l'humanité entière et respectueuse de l'écologie.

Polyester: Innovations and Prospects

Denise Cromwell

Abstract

Many innovations in polyester have been developed since it was first introduced in the early 1950s. Its uses then were limited to crimpoline polyester/cotton. Since then its applications have grown from domestic apparel to industrial uses and geotextiles. Because of this vast range, only a fraction of these innovations could be acknowledged. This article will entail a discussion on innovations and prospects for use of polyester in fibres, blends, finishes, dyes, and products.

Résumé

Depuis l'avènement de la fibre polyester au début des années 1950, la fibre a subi plusieurs transformations. Cette fibre fut alors utilisée en mélange polyester et coton. Aujourd'hui cette pratique s'est généralisée et on la retrouve non seulement pour l'usage domestique mais elle s'étend également à tout usage industriel et aux textiles géodésiques. En raison de ces nombreuses applications, peu de ces innovations peuvent être reconnues. Cet article propose un éventail des innovations présentes et futures des fibres polyester, de ses mélanges, de ses finis et de ses teintures.

Innovative Fibres

Many developments are being made in forming new fibres from polyester. Many of these innovative fibres will be discussed in this paper, but it is certain that there are many more than will be discussed.

Comfort Fibre is one such fibre produced by Hoechst Celanese. The fibre is blended with wovens to achieve an appearance similar to woolens and worsteds; however, this fibre is more economical. The fabrics are available in a wide range of colors; it is machine-washable, shrink-resistant, and needs little ironing (Koplan promotes, 1989).

Denise Cromwell is a home economics student in her final year with a major in clothing & textiles and a minor in business at Mount Saint Vincent University. Her future goals include successfully graduating with a degree in home economics and pursuing a career in the fashion industry.

In Germany, polyester has been used to form yarns that glow in the dark for several hours. The yarns are soft, smooth, and available in pale colors. They are used for road safety, in the home, and in facilities where the fabric can be placed along carpets and used as a guide in the event of an electrical failure (Yarns with, 1989).

Another interesting innovation is *Xydar*, a liquid crystal polyester used in computer circuit boards. It possesses many important properties: excellent stiffness, high strength, high creep resistance, no moisture regain, excellent strength retention, and high temperature. Other applications include advanced composites and other industrial uses for high technology (Crystalline polyester, 1988).

There are five new fibres available on the market today that are all being used for sportswear. They are *Thermore*, *Sportant*, *Trevira ESP*, *Nylsuisse*, and *Coolmax*. Each of the fibres has unique properties. *Thermore* specializes in

maintaining body warmth; its uses are for the insulation material in outdoor sportswear (*Sintetich's Thermore*, 1989). *Sportant* is made of extra fine yarns; it is water vapor permeable, and it is wind-resistant (*Fashion appeal*, 1989). *Trevira ESP* is unique because two-way stretch has been incorporated into the fibre. It has also been used in evening wear as well as sportswear (*Hoechst launches*, 1989). *Nylsuisse* is unlike the other fibres mentioned because it retains heat and moves moisture away from the body. It consists of two layers; the outer layer absorbs water while the inner layer consists of hygroscopic yarns (Yarns for, 1989). *Coolmax* varies from the above fibres mentioned because it has a four channel cross section. Because of this special cross section, the fibre allows for a high air flow throughout the garment which results in better cover and a light weight. It also has low water absorption and is naturally hydrophobic.

There are also applications for polyester in the medical field. *Sontara* is a spun-laced polyester that is used for medical supplies and is especially suited for dressings because it is non-allergenic and does not irritate sensitive skin (Ward, 1988).

Great Feelings Knitwear is used in men's knits, T-shirts, knitted bottom weights, and children's flame-retardant sleepwear. It is extremely comfortable and does not let the wearer feel damp, sticky, or sweaty (DuPont, D.U.K.; DuPont, 1989).



There have been a variety of fibres made from polyester that are used for fiberfill. The fibres are durable, comfortable, odorless, and non-allergenic. Some of the tradenames of these fibres include *Quallofil*, *Quallofirm*, *Hollofil*, and *Comforel* (DuPont, 1989). The fiberfill ranges from solid to hollow with various cut lengths and deniers. Applications include apparel, sleeping bags, comforters, pillows, and upholstered furniture (DuPont, 1989).

Light Spirit Blend is another form of polyester that has good wicking abilities and breathability. It is a hydrophilic polymer that is 12 times as wettable as conventional polyester. It also allows moisture to move quickly to the surface where it can evaporate. This increases the comfort and reduces wetting (DuPont 1989; DuPont, D.U.K.).

Thermax was first developed for the purpose of imitating polar bear hair. It consists of a hollow core which serves to trap air. The fibre is one sixteenth the diameter of a human hair. Its properties include low density, and excellent wicking abilities. Its uses include outdoorwear for extremely cold weather, thermal underwear, socks, and insulations (DuPont, D.U.K.).

Creative Blends

There are several new and exciting blends being formed with polyester. One is the blending of polyester with metals to form fabrics. One of the two metals it can be blended with is copperwire. The purpose of this blend is to produce a fabric which is constructed into garments for computer operators. This fabric shields against electro-magnetic waves. The fabric is easy to dye despite the presence of the copper (Copper used, 1989).

The other metal blended with polyester is stainless steel fibres; along with nylon 66, this blend produces two types of fabrics. One is *Bekinox*; this fabric can be blended with or spun with other fabrics to form woven fabrics. The blend can be used in tufted or woven carpets. The other type of fabric that can be formed from this blend is *Bekitex*. The yarns are woven and tufted resulting in permanent electrostatic controlled carpets and fabrics (Electrostatic control, 1988).

Another form of innovative blend is polyester with *Bactekiller*, a new bacteriostatic fibre originally developed in Japan. The fabric can be used

in apparel and in outdoor applications, is machine-washable, and dry-cleanable (Kanebo develops, 1988).

Like the *Bactekiller*, *Fibersorb* is a recently discovered fibre that is blended with polyester. The end result is a fabric that is very absorbent and used to improve composite end-product performance (Arco and, 1988).

The final blend is *Trevira* flame-retardant polyester (*Trevira FR*) with cotton fibres. The fabric formed is called a *Cocoon* and is used for the beds of elderly, frail, and physically, or mentally-handicapped. The fabric keeps them from falling out of bed; it looks the same as regular bedding; it's lightweight, and it's machine-washable (Textile aid, 1989).

Aesthetically Pleasing Finishes

The finishes to be discussed will consist of new finishes that can be applied to polyester and new finishes made up of polyester. The former will be discussed first.

Flame-retardant finishes can now be applied to polyester fabrics (Home furnishings, 1988; Industrial fabrics, 1988). When the fabric is solution-dyed with the finish, it becomes permanent. Hoechst applies this finish to *Trevira CS* (C-comfort, S-safety). Its applications include sheets, quilt covers, curtains, pillow cases, pillows, and fillings. These products are extremely important in care facilities for the sick and handicapped (Home furnishings, 1988). The finish may also be applied to spun polyester which is already water-repellant and very stable. With all these properties combined, the fabric is well-suited for outdoor applications. However, due to the finish, the fabric is only available in an outdoor blue shade (Industrial fabrics, 1988).

Finally, the flame retardant finish may also be applied to *Trevira CS* lace. The finish is not affected by dry-cleaning or machine washing. Uses for this lace include window applications found in public environments such as hospitals and hotels. The flame-retardant lace is becoming quite popular because the finish does not detract from the aesthetics of the lace (Debut for, 1989).

There are now softening finishes available to give polyester a softer hand. The first of the two types to be discussed is *Magnasoft Exhaust*. This finish is beneficial when applied to fabrics because of the antistatic

properties it possesses without turning the fabric yellow. This finish will not dissolve in water, so it can be expected to last for some time. The finish is successful at softening efficiently and effectively (Chemical softens, 1990).

The other type of softener is used by Guilford Mills on polyester fabrics. These fabrics are called *Great Hands* to let the consumer know that the fabric feels great. *Great Hands* fabrics consist of velours, pannes, and fleeces. The finish is also applicable to other fabrics, however, polyester is being focused on. Garments made from this fabric include loungewear and robewear. What makes *Great Hands* so special is that the finish will last beyond the first laundering. Consumers are able to enjoy the soft hand throughout the life of the garment (Fabrics bloom, 1990).

Aside from finishes being applied to polyester, there are also finishes made up of polyester to be applied to other fabrics. One of these finishes is *Sympatex*. This thin, non-porous finish is manufactured by Akzo and is laminated to other fabrics. Although the polyester film is hydrophilic, no water penetration of the finished fabric is possible. However, water vapor is still able to pass through; this is explained by the hydrophilic part which attracts water and conducts it away from the skin. The applications of this finish include mountain gear, workwear, and industrial clothing (Non-porous, 1989).

There are also films and resins made of polyester that are applied to products. One such film is made up of transparent polyester and is called *Scotshield*, which is a safety and security film. This film is only .007 inches thick, but it is very difficult to break. It is usually applied to closed windows for two reasons. First, it keeps out 95% of ultraviolet rays and secondly, if the glass is broken, the film will firmly hold the shattered pieces in place. This prevents injury from flying glass. The film is used in such places as homes, school room windows, and in areas where there is the chance of earthquakes (Amoco chemical, 1988).

Finally, there is an isopolyester resin that is applied to products as a finish. One of the products that it is applied to is *Swan Tile*, manufactured by the Swan Corporation. The tiles are made of a lightweight fiberglass and the isopolyester is applied to the surface. The finish helps to simplify maintaining the tiles, and installation is improved with

the absence of grout. The tiles are generally used in the bath or shower (Amoco chemical, 1988). Another application of the finish is in spas. The isopolyester acts as a back-up resin and helps to reduce blisters that may otherwise form (Amoco chemical, 1988).

New Dyeing Methods

Three new innovations in dyeing methods were found in the literature. These new methods are used on polyester and polyester blends. The first of these dyes is a low-foaming dyebath lubricant. This dye is desirable for several reasons; once the finished product has been dyed, there are no visible crease marks. Also during the dyeing process, no felting or abrasion of the fabric occurs. This dye can be used in several dyebaths such as acid, basic, direct, disperse, and jet dyebaths. These benefits make this dye very easy to work with and it produces pleasing results (Lubricant keeps, 1989).

Another dye that results in a pleasing appearance is rubine dye. This dye was created by Mitsubishi. It can be used at high temperatures and in a disperse dyebath. This dye produces such results as high color-fastness and low crocking. This dye can withstand several home launderings and still maintain its color (Rubine dye, 1989).

The final dye that was found was a laveling chemical dye. This dye can also withstand high temperatures as well as pressure dyeing. What makes this dye desirable is its good resistance to alkalies, acids, and salts. Like the low-foam dyebath, this dye is easy to work with. It has an advantage over the other two dyes because little preparation is needed beforehand. All that is required is a thorough overflow rinse of the polyester (Laveling chemical, 1989).

New Developments in Products

Although there are many new developments using polyester, this paper will review only a few that have recently been marketed.

General Electric's new *Quick Serve* refrigerator storage dishes are made up of a glass reinforced with isopolyester

bulk molding compound (BMC). It is microwavable and can be placed in the dishwasher or the freezer without being damaged. The isopolyester has excellent stain resistance and excellent color stability, thus making it extremely efficient (Amoco chemical, 1988).

A *Dream Wave* water pillow has been designed by Springs Performance Products. The design consists of a percale cover and over 4 inches of *Trevira* polyester filling. At the bottom of the pillow is an 80 oz. leak-proof bag holding water. It also has thermal reflective liners to maintain the water temperature. The advantage of the pillow over traditional pillows is that the user can adjust the pillow's firmness by controlling the amount of water in the pillow (Springs says, 1989).

Coolmax, a fibre discussed earlier, is now being used in tennis shoes. The K-Swiss Sport's Company is the first to market this innovation, putting it ahead of its competition. Developments are also underway to incorporate this innovation into a variety of sportswear shoes (K-Swiss, 1989).

There are several uses of polyester in industrial products. Two such uses are found in *Maxibraid Plus* and *Yalelight*. The former product is a braided line consisting of 100% spectra core with the braided sleeve made of polyester. The latter is a braided line consisting of the same fibres as mentioned above, as well as polyolefin fibres. These two braids combined form a high strength braided line. The *Maxibraid Plus* has low stretch while the *Yalelight* has low weight (Spectra ropes, 1989).

The final innovative product consisting of polyester is the textile roof of the Expo '88 centre. It is said to be the largest textile roof in the world and it is made up entirely of polyester. It took 45,000 square metres of material to complete it. Polyester was chosen because of its tear-resistance and its ability to withstand severe loads (Breath-taking roof, 1989).

Conclusion

Polyester is truly a remarkable fibre. There is no end to the number of applications it can be used for and more applications are still being discovered. Polyester is extremely

versatile, it is easy to care for, and it has enhanced performance characteristics. This is why it is and will continue to be a popular and important fibre for many years to come. □

References

- Amoco Chemical. (1988, May). Our chemistry is right at home. *Textile World*, 138 (5). Advertising supplement. (4 pages).
- Arco and DuPont join in novel fibre project. (1988, December). *Textile World*, 138 (12), 35.
- Breath-taking roof span. (1989, March). *Textile Month*, 19.
- Chemical softens various fabrics. (1990, February). *Textile World*, 140 (2), 75.
- Copper used in clothes. (1989, November). *Textile Month*, 17.
- Crystalline polyester. (1988, January). *Textile Month*, 7.
- Debut for flame retardant lace. (1989, December). *Textile Month*, 13.
- DuPont. (1989). *Dacron: in the fabric of life*. Toronto, ON: Author.
- DuPont. (D.U.K.). *The DuPont family of apparel fibres*. Toronto, ON: Author.
- Electrostatic control yarns. (1988, January). *Textile Month*, 15.
- Fabrics bloom with Guilford's finishing process. (1990, February). *Textile World*, 140 (2), 41.
- Fashion appeal. (1989, August). *Textile Month*, 40.
- Hoechst launches new *Trevira* ESP. (1989, March). *Textile World*, 139 (3), 32.
- Home furnishings. (1988, October). *Textile Month*, 16.
- Industrial fabrics: "Making it" on new end uses. (1988, January). *Textile World*, 138 (1), 65.
- Kanebo develops new antibacterial fibre. (1988, January). *Textile World*, 138 (1), 38.
- Koplan promotes first comfort fibre line. (1989, June). *Textile World*, 139 (6), 40.
- K-Swiss takes heat off the feet with *Coolmax*. (1989, November). *Textile World*, 139 (1), 39.
- Laveling chemical is for polyester blends. (1989, February). *Textile World*, 139 (2), 62.
- Lubricant keeps fabrics smooth. (1989, December). *Textile World*, 139 (12), 77.
- Non-porous films. (1989, August). *Textile Month*, 38.
- Rubine dye for polyester blends. (1989, September). *Textile World*, 139 (9), 76.
- Sintetich's *Thermore* now comes from Texas. (1989, May). *Textile World*, 139 (5), 32.
- Spectra ropes: stronger than steel. (1989, April). *Textile World*, 139 (4), 32.
- Springs says "sweet dreams" with new pillow. (1989, December). *Textile World*, 139 (12), 31.
- Textile aid for infirm. (1989, September). *Textile World*, 139 (9), 73.
- Ward, D. (1988, February). Non-wovens: The pace gets still faster. *Textile Month*, 19.
- Yarns for sportswear. (1989, October). *Textile Month*, 49.
- Yarns with afterglow. (1989, September). *Textile Month*, 73.

Integration Through Greater Collaboration: The Case of International Food and Nutrition

Marilyn S. Prehm

Abstract

An analysis of selected approaches associated with food and nutrition in developing countries is used to serve as an example of how the potential for integration in concepts and knowledge in home economics may be formulated. The four approaches — food availability, food accessibility/distribution, food attitudes and behaviors, and food use — were formulated based on a selective review of the literature guided by contemporary international food and nutrition development models. The diversity of perspectives and need for integration, both within and between the approaches, suggests that attention must be directed by the profession to the development of integrative theory and collaborative models for action.

Résumé

Une analyse, de variables choisies en alimentation et nutrition dans les pays en voie de développement, a servi d'exemple pour l'intégration des concepts et des connaissances à acquérir en économie familiale. Les quatre variables: aliments disponibles, distribution des aliments, attitudes et comportements alimentaires, emploi des aliments, ont été formulées à partir d'une revue de la littérature et ont été guidées par les modèles utilisés en alimentation et nutrition internationale contemporaine. La diversité des perspectives et le besoin d'intégration, entre les variables, laissent suggérer que l'attention soit dirigée par les membres de la profession sur l'élaboration d'une théorie d'intégration des variables de même que de stratégies d'accompagnement.

Integration of various aspects of the knowledge base and the professional practice of home economics discipline areas is an important need and issue in more effectively addressing the practical problems of families (Bubolz & Sontag, 1988). One of the strategies suggested for integrative theory development is selecting central problems or themes around which members of the profession can compile an overview of the related discipline knowledge base, synthesize this information, and then formulate

new ways of thinking and analysis. Consideration of the diversity of thought (Brown, 1963) and of methods of inquiry (Vincenti, 1981) surrounding a particular problem area is important in assuring an adequate conception of reality. Thus, if home economists are to develop a system of thought and methods of inquiry to address the food and nutrition problems in developing countries, then they must not only include the range of perspectives within home economics but also other relevant ones outside the profession.

This paper presents an overview and analysis of alternative approaches to address food and nutrition problems in developing countries to explore potential integration in systems of thought and professional practice within home economics and with related profes-

sions. The discussion and analysis are used as an example of the need and potential for integrative theory development and collaboration in home economics. The need for both global perspectives and greater integration in home economics has been identified as an important issue for home economists (Murray, 1986). The area of food and nutrition problems in developing countries was selected based on its relevance to contemporary home economics programming, evidence of diversity of thought on it by home economists (Prehm, 1985), and because of potential implications for global perspectives in the profession. The perspectives have been formulated into approaches or typologies with particular assumptions (Kuhn, 1970), based on a review of relevant literature guided by contemporary international food and nutrition models (FAO, 1988; USAID, 1984). The review is not intended to be exhaustive. It is used to illustrate differing assumptions and strategies that may have implications for the systems of knowledge and professional practice of home economics.

Establishing the Framework

The differing approaches — food availability, food accessibility/distribution, food attitudes and behaviors, and food use are compared using a common set of characteristics.

The characteristics on the left side of Table 1 were selected based on their perceived utility in describing the approaches and their reflection of other home economics conceptual reviews (Prehm, 1985; Strom, 1980). The characteristics of problem orientation, implicit change theory, and time

Acknowledgments. The author wishes to recognize the helpful suggestions of Wench Barth Eide and Eloise Comeau Murray on earlier versions of this paper.

Table 1. International food and nutrition approaches.

	FOOD AVAILABILITY	FOOD ACCESSIBILITY/ DISTRIBUTION	FOOD ATTITUDES AND BEHAVIORS	FOOD USE
Primary Focus	Increasing amount of food available	Improving accessibility and distribution of food	Improving nutrition knowledge, attitudes, and practices	Improving the efficiency of food use
Description of Problem	Insufficient food available to meet needs or insufficient availability of particular nutrients	Sufficient food available but not accessible — chronic or seasonal; nationwide or area specific gender or age related	Sufficient food available and accessible but knowledge and cultural practices preclude selection of efficient diets	Sufficient food available but malabsorption in humans
Problem Orientation	Primarily technical	Primarily theoretical and technical	Primarily technical, some practical	Primarily technical
Implicit Change Theory	Respond to societal systems	Macro-systems shape micro	Emphasis on change at individual level	Individuals shaped by extended focus
Time Orientation	Emphasis on current time	Emphasis on current and long term trends	Emphasis on current and near future	Emphasis on current and longer term
Primary Causes	Low production Post harvest food losses Rapid population growth Natural disasters Political instability	Inequitable geographical distribution due to poor marketing system, transport, storage Inequitable economic distribution due to people lacking purchasing power	Nutritionally inappropriate beliefs and food habits Lack of food selection, processing, and preparation skills or facilities Conflicting demands on women's time	Poor health and subsequent poor nutrient utilization Inefficient use of food in system
Target Group	Food producers Food processors	Food marketing and distribution system Mechanisms for access to system — money, power	Nutritionally at risk groups Those responsible for household food selection and preparation	Focus on vulnerable groups such as young children, pregnant women Food processors
Areas of Integration	Agriculture Food Technology	Economics, political science	Anthropology/Sociology Education Communications	Health Food Technology
Strategies	Increase food production Reduce food losses Increase use of under utilized food sources Food fortification	Stabilize/subsidize prices of basic staples Improve transportation, storage and marketing system Intra-household distribution of food Food aid	Maternal/child nutrition education Integrate nutrition education with agriculture training Social marketing Training of allied health professionals	Health improvement to increase utilization of food in humans Sanitation and water
Related Policies	Reduce population growth	Trade and Aid Employment	Regulation of multinational corporations	Health Sector Development Infrastructures

Note: Based on models used in international food and nutrition (FAO, 1988; USAID, 1984).

orientation were specifically based on Strom's (1980) approach for examining overall home economics approaches. *Primary focus* and *description of the problem* give a general description of the approach.

Problem orientation refers to the way questions are formulated and addressed and whether they are technical, theoretical, or practical in nature. *Technical problems* are framed in terms of how to accomplish certain goals or desired ends by using efficient procedures and techniques. They are defined in terms of the physical and social aspects of the environment in which the solution lies (Wilkosz 1983).

Technical problems are viewed outside of socio-cultural and historical contexts, and values are not considered in relation to the problem. This approach is appropriate for addressing "how to" problems. It has been criticized for dominating thought at the expense of moral reasoning and decision-making (Brown, 1980) and creating a means/ends confusion in professional practice (MacCleave-Frazier & Murray, 1984). *Theoretical problems* derive their questions from previous discipline inquiry and address the conditions and causes under which phenomena occur. Answers to such questions are abstract statements which describe or explain

relationships. Concern is for thought; the context is universal and assumed to be value neutral. Basic value issues are not evaluated in determining ends to be sought. A theoretical problem approach provides a description of possible relationships among factors and may provide a generalized framework in which to consider a particular case. *Practical problems* are considered in the context in which resolution is sought. They are questions about what should be done. The concern is for reflective thought about problems which have no prescriptive solution, involve values, and require action to be solved. Practical problems incorporate

relevant aspects of technical and theoretical problem approaches in considering alternative solutions for a particular context.

Implicit change theory describes the relationship of individuals and families to large societal systems. One example of an implicit theory is modernization theory which suggests that as societies become more industrialized individuals conform to particular norms and needs of the larger system (Inkeles, 1983). Critical theory, on the other hand, suggests that individuals interact with societal systems to shape, and, in turn be shaped, by them (Brown, 1980; Connerton, 1976). Implicit in a theory of social change and in problem formulation is the attention paid to root causes of a problem (genotype) or the immediately observable manifestations (phenotype) (Strom, 1980).

Time orientation suggests that problems may be viewed as persistent over generations or as immediately relevant and subject to temporary conditions. Rather than perceiving problems as unchanging they may be seen as changing with the passage of life, social, and historical time and be chosen and defined in terms of the past, the present, or the future (Strom, 1980).

Primary causes refers to those aspects which are seen as major contributors to the problem and are related to the remaining characteristics. Target group is illustrative of the kinds of client groups included in research and action programs. *Areas of integration* lists other professional orientations or disciplines for likely collaboration in addressing the problems. *Strategies* illustrate the particular approaches taken.

Alternative Approaches

Each of these characteristics will be described for the approaches — food availability, food accessibility/distribution, food attitudes and behaviors, and food use. Then some of the strengths and limitations of each approach are discussed.

Food availability approach. The primary objective of the food availability approach is increasing the amount of food available in a particular geographical area or for specific groups. The need for increased amounts of food has been well documented (Marangu, 1989; Mellor &

Delgado 1987; Okigbo 1988; The Hunger Project, 1985). Usually hunger and malnutrition are considered as an overall lack of food because when sufficient calories are available, generally it is likely that specific nutritional needs will be met (Mitzner, Scrimshaw, & Morgan, 1984). The primary causes of food shortages are low production, post harvest losses, and related political, environmental, and population factors (The Hunger Project, 1985).

This approach has a technical problem orientation with improved production technologies being the major changes advocated. The strategies suggested imply that if the improved technologies are available and used, then production will increase, thereby solving the problem of hunger and malnutrition. The implicit theory of change is that society significantly influences individual and household decisions. Problems are often framed to be immediately relevant such as meeting current food needs, although some may have a longer time orientation such as those addressing sustainable agricultural production systems. Examples of strategies include increasing agricultural production and incentives for production (Brown, 1987; Falcon et al., 1987; Okigbo, 1988) and reducing post harvest losses (Ojha, 1984; Pariser, 1987).

As would be expected, home economists operating within this approach generally collaborate with agricultural scientists and food technologists (Axinn, 1984; Prehm, 1987). As Axinn notes: "The home economist, whose horizon has expanded beyond his/her own area of specialization to understanding women's roles in agricultural production and the total family's relationship to its ecological niche, can make a substantial impact on the farm system through specialized knowledge" (p. 280). Home economics activities in this approach include work on consumer preferences for particular crops or characteristics of crops (Worku, 1988), post harvest storage technologies (Kwatia, 1988; Sefa-Dedeh, 1988), promotion of indigenous food crops (Okigbo 1988), and the training of women in agricultural production techniques (FAO, 1986; Uzoukwu, 1976). For example, the introduction of improved processing techniques has, in some cases, stimulated the production of certain crops like soybeans by women who also must process them (Gladwin, 1984).

The approach used with food availability has been criticized because of its sole focus on food production, without consideration of the problems of accessibility of food in particular regions or to particular segments of the population (Falcon et al., 1987). Some authors (McGuire, 1988) maintain that there is adequate food available, but that it is not accessible to those groups who need it. Only if agricultural development increases food supply significantly, and if it expands the food consumption of vulnerable households by reducing food prices, increasing incomes, or improving the acquisition and allocation of food will it have a positive impact on nutrition (McGuire, 1988). Agricultural production projects reflecting this approach have also been criticized for lack of attention to the linkages between food production and consumption (Frankenberger, 1985). However, there is evidence of interest in the consumption aspects of agricultural production by international development organizations (FAO, 1989; USAID, 1986), and the relationship of production to consumption has received attention in agri-home economics (Firebaugh, 1988; Prehm, 1985). Evidence of the potential for home economics to more effectively link production and consumption may be seen where there are food production subjects in university home economics training programs (FAO, 1986) and where home economists and other development professionals have ranked food production as an important area for home economics programming (FAO, 1978).

Although proponents of this approach focus primarily on food and agriculture policy, managing population growth so that per capita gains in food production can be realized is a related policy area (The Hunger Project, 1985). Home economists involved in family planning activities (Kwawu, 1988) have noted a similar concern at the household level between the level of household resources and family size. Relating macro-policies to household conditions may be a potential area for increased integration of thought and practice of home economists with other disciplines using this approach.

Food accessibility/distribution approaches. The World Bank (1986) defines food security as all people having access at all times to enough food for an active, healthy life. This approach maintains that food insecurity

ity is the inability to acquire adequate amounts of food across seasons, years, and income flows (McGuire, 1988). Often during a famine, food supply may be adequate to meet effective demand but not be accessible to the economically and socially disadvantaged (Sen, 1981). Accessibility of food can be viewed as an intra-household food distribution issue particularly where economic and cultural factors may influence who has access to food. For example, in South Asia and the Near East, females are not entitled to as much food as males because of lower social status as well as lower cash contributions to household income (McGuire, 1988).

The orientation of this approach is primarily theoretical because the relationships of different parts of the economic system and subsystems are explored. It is also technical because certain models of economic development are perceived as being transferable to a variety of contexts. The implicit theory of change assumes that by making adjustments in the economic system or other macrosystems of society, the desired conditions will exist to enable individuals and households to improve their well-being. The time orientation appears to be a combination of both short and long term considerations as seen in a concern for the short term negative effects of longer term microeconomic changes.

The major strategies recommended for improving the accessibility and demand for food are to improve marketing and trade systems and to increase the economic and social power of the most vulnerable groups (Falcon et al., 1987). Where nutritionally vulnerable groups have too limited purchasing power, direct feeding programs and food subsidy programs may be used to provide food or resources to buy food (Kennedy & Alderman, 1987). Other strategies, such as a greater reliance on traditional food plants, have also been advocated (Okigbo, 1986). In general terms, strategies are directed toward increasing the effective purchasing power of the more vulnerable groups. However, during the 1980s this has been complicated somewhat by a lack of understanding of how macroeconomic adjustment policies influence aspects of household well-being especially for the most vulnerable. Macroeconomic adjustment policies, or what are called structural adjustments, are promoted

by international agencies such as the International Monetary Fund (IMF). Lending conditions are often used to restructure the economy and to remedy problems with foreign exchange, debt, and economic growth. It is assumed that economic growth will lead to improved nutrition, but often the decreases in social services and the disproportionate share of economic adjustment borne by the poor compound their nutrition problems (Pinstrup-Andersen, 1987). The negative effects may be offset somewhat by targeted strategies — to increase the productivity and earning capacity among the poor, to ensure subsidies with constant real value to implement reductions in the cost of food, and to use external resources to compensate for increasing prices (Pinstrup-Andersen, 1987). A parallel line of research has been the analysis of gender differences with structural adjustment (Jacquette, 1988; Joeques, 1988). There have also been numerous studies describing inequitable intra-household distribution of food (Nutrition Economics Group, 1983). The research on structural adjustment and gender issues may be one avenue for increased understanding of the macroeconomic policy effects on intra-household distribution, as well as other gender related aspects of household resource use.

Home economists, using this approach, may collaborate with economists or business/entrepreneurial orientations at the micro and the macro level. Examples of home economists and nutritionists working with this approach include those with supplementary feeding programs (Berg, 1987), the design of national food aid strategies (Deaton & Siaway, 1988), consumer education (Umana & Williams, 1988), and programs to increase women's economic power and access to productive resources (Chickagwa, 1988). Related policies include employment policies designed to increase the economic power of the poor (Streeten & Burki, 1981) and international trade policies.

Recommendations have been made for research and program initiatives to improve the effectiveness of efforts related to this approach. It has been recommended that greater emphasis be placed on understanding the effects of structural adjustment policies on men versus women (Jacquette, 1988) and on the poor (Pinstrup-Andersen, 1987). Economic policies which will be

more conducive to national self-reliance and food self-sufficiency are advocated (Nikoi, 1988). Although particular strategies have been recommended for increasing incomes and hence nutritional well-being, it is difficult to improve incomes sufficiently to have an effect on the poorest of the poor. To counter this problem, activities such as evaluating the profitability and direct benefits of women's income generating projects, may help to meet the needs of women more effectively (Buvinic, 1984). It has also been recommended that nutrition outcomes be included in assessing macroeconomic and food policy options and that a clearer understanding of the interrelationship be developed (Berg, 1986; Pinstrup-Andersen, 1987).

There is a need for expanding the knowledge base of the relationship of macroeconomic policies to well-being at both macro and micro levels. Home economists have traditionally worked with micro level approaches and prefer those over macro level economic approaches for solving the problems of individuals and families (Prehm, 1985). There is some evidence of work by home economists describing the relationship of macro level approaches with aspects of individual and family well-being; however, these activities appear less visible and more limited than those of related "women in development" professionals who are responding to international development agencies' interests in this area with colloquia and research activities (Jacquette, 1988). However, home economists and other "women in development" professionals in one study (Prehm, 1985) were not significantly different in their preferences for macroeconomic policy approaches in addressing women's needs. This may indicate a potential for additional home economists to expand their range of activities to include the interface of macro policies with the household.

Food attitudes and behaviors approach. This approach is based on the assumption that although sufficient food may be available and accessible, cultural habits and other conditions and practices may preclude selection of nutritionally efficient diets. For example, in a study of 378 rural and urban households in Guatemala, it was found that by making more economically and nutritionally efficient food

choices, 92% of the households could get sufficient food within their current food budget (Prehm, 1979). Food choices are affected not only by factors already mentioned such as food availability and purchasing power, but also by food preferences, cultural practices, and social and technological forces (Sanjur, 1982). Women's work and time are often important links between food production and consumption. Increasingly, evidence suggests women adjust the number of meals or the kinds of food provided to the family based on their work loads — especially with agricultural labor (Frankenberger, 1985) — and based on the availability of fuel and water.

It has been suggested that nutritional status can only be influenced by income related strategies while inequities in intra-household food distribution are open to nutrition education (Hornick, 1987). Although few programs are evaluated, there is evidence that nutrition education can make a difference in changing specific behaviors (Hornick, 1987). The regulation of food marketing such as breast milk substitutes in developing countries (Clearinghouse on Infant Feeding and Maternal Nutrition, 1988) and nutritional labeling are examples of policies compatible with the promotion of specific nutrition behaviors.

Some approaches to nutrition education use mass media (Hornick, 1987), paraprofessionals or indigenous workers in nonformal settings (Berg, 1987), and nutrition education in formal educational programs (Sinclair & Howat, 1980). They are designed to reach vulnerable groups such as women and children (Berg, 1987), men as decision-makers (Webb, Ballweg, & Fougere, 1982), or the entire household and extended family (Hertzler & Owen, 1984). This approach is formulated with more diverse perspectives on problem orientation than the other approaches. Although many of the strategies associated with this approach use a technical orientation (Prehm, 1985) there is evidence of practical problem orientations as well (Drummond, 1975). The time orientations range from those focusing on the immediately relevant to those focusing on longer term prevention of problems.

Most of the recommendations for improvements in professional practice related to this approach include development of knowledge about

effective nutrition education. Home economists and nutritionists have been criticized for advocating inappropriate changes in behavior or for promoting changes beyond the economic or technological means of households (Axinn, 1981). The need for nutritionists to develop a more careful and systematic understanding of the context of nutrition problems to increase their effectiveness (Eide, 1982) and to more carefully determine the types of behaviors that might be influenced by education (Hornick, 1987) have been noted. This may involve more collaboration of home economists with sociologists and/or anthropologists to understand the contexts of specific behaviors and appropriate methods to facilitate change (Israel & Tighe, 1984). This contextual understanding of nutrition problems may also be enhanced by using a practical problem approach such as the one recommended by Brown (1976). The effectiveness of mass communications in nutrition education (Hornick, 1987) may also suggest a relatively underutilized technology and research process useful for nutrition education and the profession of home economics.

Food use approach. The last approach assumes that malnutrition may exist even when food is available, accessible, and selected to meet nutritional needs because of other conditions such as malabsorption in the body due to health factors. Several of the health factors associated with this approach, such as the control of diarrhea, vaccine-preventable diseases, respiratory infections, and malaria are components of the survival strategies being advocated by international donors and host country governments (Galway, Wolff, & Sturgis, 1987). These diseases particularly in conjunction with malnutrition, are serious impediments to child survival and well-being.

Although each factor associated with health and optimum nutrient utilization could be reviewed separately, many relate to some type of infection that potentially influences nutritional status so one of the conditions, diarrhea, will be used here as an example. First, diarrhea is negatively associated with nutritional status (Leslie, 1987a). Secondly, the major effect of malnutrition on diarrhea is on increase of the duration and possibly the severity of illness (Leslie,

1987a, p. 369). Thus, with an infection such as diarrhea, children will have poorer nutritional status and malnourished children may be more susceptible to more severe infections for longer periods of time.

Enhanced utilization of food within the body is achieved by improving the health of the individual using appropriate preventive and curative measures. Examples of different program approaches used by international donors include child survival strategies promoting growth monitoring, immunizations, breast feeding, and oral rehydration therapy (Galway et al., 1987). These are targeted primarily to mothers, other caretakers, and children using mass communications and other nonformal programming techniques (Ladislaus-Sanei & Scully, 1986). Aspects of these approaches have been criticized as being too limited and prescriptive in their approach and too expensive to start and to maintain (Favin et al., 1986). However, their selective use by allied health professionals has been recommended (Favin et al., 1986). Approaches targeting women, primarily in their roles as mothers, have also been criticized for being counter to women's needs as individuals. Improved strategies suggest including the intersecting needs of women and children (Leslie, 1987b). Other approaches related to improved health focus on improving environmental sanitation (Churchill, 1987) and policies affecting government expenditures on health and infrastructure and those intended to improve the status of women.

Historically many of the individual child survival strategies, such as the promotion of breast feeding, have been included in home economics programming (Goosens-Conlon, 1983), although there is no current information on how many home economists might be involved in contemporary child survival programs. However, if the presentations made at the research meetings of the International Federation for Home Economics XVI World Congress — Health for All (Brittin, 1988) are representative of current involvement, there is more research activity in applied nutrition and little evidence of home economists being involved with child survival programs and related research. It would be important to gather more information on the activities of home economists in

this regard because of the importance of this area in reducing child morbidity and mortality and the high priority given to this work by international agencies. This could be an important avenue for increasing the involvement of home economists in international development.

Both the food use approach and food attitudes and behaviors approach use mass communications and other nonformal programming techniques which could be evaluated by home economists for uses in other subject areas or adapted to increase their effectiveness in this approach. Practical problem approaches suggested by Brown (1980) provide a means to rethink those activities that have been criticized for being too narrowly defined or insensitive to particular contexts.

Summary and Implications

The approaches presented above represent diverse perspectives on the nature of food and nutrition problems in developing countries. These problems are intersectoral ones including the areas of agriculture, economics, politics, education, and health. Each of the approaches is based on particular assumptions about the nature of the problem and uses specific methods for deriving knowledge and looking at relationships. The food availability and food use approaches tend toward methods of inquiry associated with the biological sciences while the food accessibility/distribution and food attitudes and behaviors approaches primarily use social science methods of inquiry. The food availability and accessibility approaches tend to be more macro in their approach while the food attitudes and behaviors and food use approaches are slightly more oriented towards micro-level strategies. However, for each approach limitations were noted, particularly their ineffectiveness in reaching the most vulnerable or lack of clarity on how macro-policies influence households.

More collaborative research is needed in order to effectively address critical areas. For example, the relationship of production and consumption and food availability is relatively understudied, yet it is critical to the realization of nutritional gains with improved agricultural production (Fleuret & Fleuret, 1980; Frankenberg, 1985). Similarly, in improving the accessibility and demand for food,

the relationships of food and other macroeconomic policies to household and nutrition concerns are stressed (Pinstrup-Andersen, 1987; Berg, 1986). To develop a more adequate knowledge base for the practice of nutrition education and for communicating information on improved health practices, a greater synthesis of knowledge in education, anthropology, communications, and sociology is required (Hornick, 1987). These examples suggest research is needed to improve the knowledge base and the resulting professional practice. Given the relevant expertise of home economists, development of such a research agenda may be a viable avenue to move home economics into a more active role in the international development arena.

The activities associated with these four approaches to food and nutrition problems also point to the need for greater integration of approaches and sectoral initiatives. For example, shifts in agricultural water use have significant implications for household health but one rarely considered in the design of agricultural development projects. Recognizing the complexity of development problems (Chambers, 1983) and the need for integrated approaches suggests the importance of further work on integrative theory and subsequent changes in professional practice.

This analysis of food and nutrition problems in developing countries exemplifies the need and potential for integrative theory and professional collaboration to address development issues. Some questions which might be addressed by the profession of home economics to explore the implications are listed below.

- Although the North American approaches to food and nutrition problems were not discussed in this analysis, what are the implications of these strategies in developing a global view of food and nutrition problems and a global perspective in home economics (Smith, 1989)?
- It appears that each of the identified approaches has some particular strengths and limitations for any specific context. What is the potential of these approaches to educate future professionals for work in developing countries?
- Will the differences in assumptions home economists and their col-

leagues from other disciplines hold about international development (Prehm, 1985), specifically those about food and nutrition problems, allow effective collaboration in this and in other areas of mutual concern?

- How can home economists who collaborate in multidisciplinary efforts do so effectively and still maintain their professional identity?
- If the diversity of approaches within international food and nutrition is indicative of that in other areas of home economics, what are the implications for developing comprehensive integrative theories for all areas of home economics?
- How would the identification of global home economics problems affect the development of integrative theory in home economics?
- How would the development of integrative theory in home economics extend to the knowledge and practice within the profession?

These questions reflect the need for consideration of the diversity of approaches in particular areas of home economics, as well as across the profession, and the recognition of the global nature of the problems which home economics addresses. They suggest the need for critical reflection on our own perspectives and our capabilities to move towards greater integration while maintaining coherence across time, place, and role (MacCleave-Frazier & Murray, 1984). □

References

- Axinn, N.W. (1981). Inappropriate technology transferred or biscuits be damned. In M.E. Murray (Ed.), *Responding to the needs of rural women, conference proceedings* (pp. 102-104). Frankfort, KY: Kentucky State University.
- Axinn, N.W. (1984). The family and the farm system: Some thoughts on collaborative research. *Rural Sociologist*, 4, 278-282.
- Berg, A. (1986). Integrating nutrition in food policy analysis. In C.K. Mann & B. Huddleston (Eds.), *Food policy: Frameworks for analysis and action* (pp. 50-54). Bloomington: Indiana University Press.
- Berg, A. (1987). *Malnutrition. What can be done?* Baltimore, MD: The Johns Hopkins University Press.
- Brittin, H.C. (Ed.). (1988). *Health for all: The role of home economics*. XVI IFHE World Congress 1988 Research Abstracts. Lubbock, TX: Texas Tech Press.
- Brown, L. (1987). Food growth slowdown: Danger signal for the future. In J.P. Gittinger, J. Leslie, & C. Hoisington (Eds.), *Food Policy: Integrating supply, distribution, and consumption*. Baltimore, MD: The Johns Hopkins University Press.

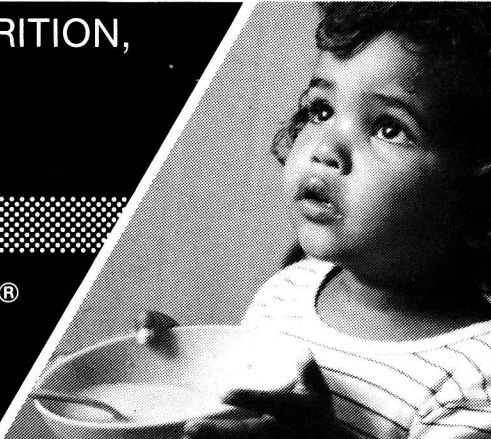
- Brown, M.M. (1963). *Statement on: Need for philosophical study of home economics*. Unpublished manuscript. St. Paul: University of Minnesota.
- Brown, M.M. (1976). *A conceptual scheme and decision rules for the selection and organization of home economics curriculum content*. Madison, WI: Department of Public Instruction.
- Brown, M.M. (1980). *What is home economics education?* Minneapolis MN: University of Minnesota, Department of Vocational and Technical Education.
- Bubolz M.M., & M.S. Sontag. (1988). Integration in home economics and human ecology. *Journal of Consumer Studies and Home Economics*, 12, 1-14.
- Buvinic, M. (1984). *Projects for women in the Third World: Explaining their misbehavior*. Washington, DC: International Center for Research on Women.
- Chambers R. (1983). *Rural development: Putting the last first*. New York: Longman.
- Chickagwa, I.C. (1988). Women and the small-holder agricultural credit program in Malawi. In D. Badir (Ed.), *Proceedings of the First All Africa Home Economics Conference* (pp. 31-44). Edmonton, AB: International Federation for Home Economics.
- Churchill, A. (Ed.). (1987). *World water supply and sanitation: Time for change*. World Bank Discussion Paper No. 18. Washington, DC: World Bank.
- Clearinghouse on Infant Feeding & Maternal Nutrition. (1988, June). *Government legislation and policies to support mothers and breastfeeding, improve maternal and infant nutrition and implement code of marketing breastmilk substitutes*. Washington, DC: Author.
- Connerton, P. (Ed.) (1976). *Critical sociology*. New York: Penguin Books.
- Deaton, B.J., & A.T. Siaway, with M.S. Prehm, J. Rankins, & T. Whitney. (1988). *A food aid strategy for Haiti: Maximizing developmental effectiveness*. Port-au-Prince, Haiti: U.S. Agency for International Development.
- Drummond, T. (1975). *Using the method of Paulo Friere in nutrition education: An experimental plan for community action in Northeast Brazil*. Cornell International Monograph Series No. 3. Ithaca, NY: Cornell University.
- Eide, W.B. (1982). The nutrition educator's role in access to food — From individual orientation to social orientation. *Journal of Nutrition Education*, 14(1), 14-17.
- Falcon, W.P., Kurien, C.T., Monckeberg, F., Okeyo, A.P., Olayide, S.O., Rabar, F., & Tims, W. (1987). The world food and hunger problem: Changing perspectives and possibilities, 1974-84. In J.P. Gittinger, J. Leslie, and C. Hoisington (Eds.), *Food policy: Integrating supply, distribution, and consumption* (p. 15-38). Baltimore, MD: The Johns Hopkins University Press.
- Favin, M., Cebala, D., Saidi, R., & Pryor, D. (1986 January). *Health education. Information for Action Issue Paper*. White Plains, MD: Automated Graphics Systems.
- Firebaugh F.M. (1988). The relation of home economics to agricultural productivity. In D. Badir (Ed.), *Proceedings of the First All Africa Home Economics Conference* (p. 136-140). Edmonton, AB: International Federation for Home Economics.
- Fleuret, P., & Fleuret, A. (1980). Nutrition, consumption, and agricultural change. *Human Organization*, 39(3), 250-260.
- Food and Agricultural Organization of the United States (FAO). (1978). *Training home economists for rural development*. Rome: Author.
- Food and Agricultural Organization of the United Nations (FAO). (1986). *Report of the workshop on curriculum reorientation in home economics for rural development in selected countries in Africa, Nairobi, Kenya, April 13-19, 1986*. Kenyatta University.
- Food and Agricultural Organization of the United Nations (FAO). (1988). *A world conference on Agrarian reform and rural development: The impact of development strategies on the rural poor*. Rome: Author.
- Food and Agricultural Organization of the United Nations (FAO). (1989). *Forestry and nutrition: A reference manual*. Rome: Author.
- Frankenberger, T.R. (1985). *Adding a food consumption perspective to farming systems research*. Washington, DC: The Nutrition Economics Group, Office of International Cooperation and Development, USDA and the U.S. Agency for International Development.
- Galway, K., Wolff, B., & Sturgis, R. (1987). *Child survival: Risks and the road to health*. Columbia, MD: Institute for Resource Development/Westinghouse.
- Gladwin, C. (1984, October). *Recommendations and report to the Rockefeller Foundation based on AFAA Workshop on home economics in rural development in Africa*. Unpublished manuscript.
- Goosens-Conlon, M. (1983). *International/cultural home economics: A review of some assumptions and modes of intervention*. Unpublished doctoral dissertation, The Pennsylvania State University, State College, PA.
- Hertzler, A.A., & Owen, C. (1984). Culture, families, and the change process — A systems approach. *Journal of the American Dietetic Association*, 84, 535-543.
- Hornick, R.C. (1987). Nutrition education: An overview. In J.P. Gittinger, J. Leslie, & C. Hoisington (Eds.), *Food policy: Integrating supply, distribution, and consumption* (pp. 330-335). Baltimore, MD: The Johns Hopkins University Press.
- Inkeles A. (1983). *Exploring individual modernity*. New York: Columbia University Press.
- Israel, R.C., & Tighe, J.P.N. (1984). *Nutrition education: The state of the art review and analysis of the literature*. Nutrition Education Series, Issue 7. Paris: United Nations Educational, Scientific and Cultural Organization.
- Jacquette, J.S. (1988, November). *Gender issues in development cooperation colloquium report*. (AWID Occasional Paper 3). Washington, DC: Association for Women in Development.
- Joekes, S. (1988, April). *Gender and macro-economic policy*. Paper presented at the AWID Colloquium on Gender and Development Cooperation, Washington, DC.
- Kennedy, E.T., & Alderman, H.H. (1987, March). *Comparative analyses on nutritional effectiveness of food subsidies and other food-related interventions*. Joint WHO-UNICEF Nutrition Support Programme. Washington, DC: International Food Policy Research Institute.
- Kuhn, T. (1970). *The structure of scientific revolutions*. Second edition. Chicago, IL: University of Chicago Press.
- Kwatia, J.T. (1988). Improved food processing and storage technologies for small-scale farmers. In Doris Badir (Ed.), *Proceedings of the First All Africa Home Economics Conference* (p. 84-94). Edmonton, AB: International Federation for Home Economics.
- Kwawu, J. (1988). Family planning as a contribution to economic security and family survival. In D. Badir (Ed.), *Proceedings of the First All Africa Home Economics Conference* (pp. 70-78). Edmonton, AB: International Federation for Home Economics.
- Ladislau-Sanei, L., & Scully, P. E. (Eds.). (1986, December). *Second international conference on oral rehydration therapy*. Washington, DC: Creative Associates.
- Leslie, J. (1987a). Interactions of malnutrition and diarrhea: A review of research. In J.P. Gittinger, J. Leslie, & C. Hoisington (Eds.), *Food policy: Integrating supply, distribution, and consumption* (pp. 335-370). Baltimore, MD: The Johns Hopkins University Press.
- Leslie, J. (1987b). *Women's work and child nutrition in the Third World*. Washington, DC: International Center for Research on Women.
- MacCleave-Frazier, A., & Murray, E.C. (1984). A framework for reconceptualizing home economics. *Canadian Home Economics Journal*, 34, 69-73.
- Marangu, L. (1989). Food crisis in Africa. *Canadian Home Economics Journal*, 39, 144-148.
- McGuire, J.S. (1988). *Nutrition and development: A briefing paper*. Washington, DC: National Center for Food and Agricultural Policy.
- Mellor, J.W., & Delgado, C. (1987). *Food Production in Sub-Saharan Africa*. Food Policy Statement No. 7. Washington, DC: International Food Policy Research Institute.
- Mitner, K., Scrimshaw, N., & Morgan, R. (Eds.). (1984). *Improving the nutritional status of children during the weaning period*. Cambridge, MA: Massachusetts Institute of Technology, Home and Village Prepared Weaning Foods Project.
- Murray, E.C. (1986). The family: Global nexus for home economists. *Canadian Home Economics Journal*, 36(3), 102-105.
- Nikoi, G. (1988). Economics issues: Challenges to home economics. In D. Badir (Ed.), *Proceedings of the First All Africa Home Economics Conference* (pp. 45-51). Edmonton, AB: International Federation for Home Economics.
- Nutrition Economics Group. (1983). *Intra-family food distribution: Review of the literature and policy implications*. Washington, DC: Office of International Cooperation and Development, U.S. Department of Agriculture.
- Ojha, T.P. (1984). Improved post-harvest technology to maximize yield and minimize quantitative and qualitative losses. In K.T. Achaya (Ed.), *Interfaces between agriculture, nutrition, and food science* (pp. 120-133). Japan: The United Nations University.
- Okigbo, B.N. (1986). Broadening the food base in Africa: The potential of traditional food plants. *Food and Nutrition*, 12(1), 4-17.
- Okigbo, B.N. (1988). Nutritional perspectives on food security and family survival: The role of the home economist. In D. Badir (Ed.), *Proceedings of the First All Africa Home Economics Conference* (pp. 95-104). Edmonton, AB: International Federation for Home Economics.
- Pariser, E.R. (1987). Post-harvest food losses in developing countries. In J.P. Gittinger, J. Leslie, & C. Hoisington (Eds.), *Food policy: Integrating supply, distribution, and consumption* (pp. 309-325). Baltimore, MD: The Johns Hopkins University Press.
- Pinstrup-Andersen, P. (1987). Macroeconomic and adjustment policies and human nutrition: Available evidence and research needs. *Food and Nutrition Bulletin* 9, 69-86.
- Prehm, M.S. (1979). *Application of selected educational strategies in Guatemala: Improving nutrition with minimal additional expense*. Unpublished master's thesis, Brigham Young University, Provo, UT.
- Prehm, M.S. (1985). *International home economics: An exploratory study of the interface of home economics programming with women in development*. Unpublished doctoral dissertation, The Pennsylvania State University, State College, PA.
- Prehm, M.S. (1987). *Rapid food consumption/nutrition assessment: Report of technical consultancy to the Bicol Region Farming Systems Research and Development Project, Philippines*. Manila, Philippines: U.S. Agency for International Development.

- Sanjur, D. (1981). *Social and cultural perspectives in nutrition*. Englewood Cliffs, NJ: Prentice-Hall.
- Sefa-Dedeh, S. (1988). Grain legume and family survival: Unfulfilled expectations. In Doris Badir (Ed.), *Proceedings of the First All Africa Home Economics Conference* (pp. 111-116). Edmonton, AB: International Federation for Home Economics.
- Sen, A. (1981). *Poverty and famines. An essay on entitlements and deprivation*. Oxford, U.K.: Clarendon Press.
- Sinclair, H.M., & Howat, G. R. (Eds.). (1980). *World nutrition and nutrition education*. New York: Oxford University Press.
- Smith, M.G. (1989). Global concepts: Do they have a place in home economics education? *Canadian Home Economics Journal*, 39, 109-112.
- Streeten, P., & Burki S. (1981). *First things first: Meeting basic human needs in developing countries*. New York: Oxford University Press.
- Strom, S. (1980). Alternative conceptual frameworks for use in formulating problems for secondary home economics programs. In J. Wilkosz (Ed.), *Minnesota home economics SELO and strengthening project* (pp. 226-240). St. Paul, MN: Minnesota Department of Education.
- The Hunger Project. (1985). *Ending hunger: An idea whose time has come*. New York: Praeger.
- The World Bank. (1986). *Poverty and Hunger*. Washington, DC: Author.
- Umana, M.M.G., & Williams, S.K. (1988, July). *A needs assessment of Costa Rican families for consumer education*. Paper presented at the XVI International Federation for Home Economics World Congress, Minneapolis, MN.
- U.S. Agency for International Development. (1984). *A.I.D. sector strategy: Nutrition*. Washington, DC: Author.
- U.S. Agency for International Development. (1986). *Action memorandum for the administrator*. Washington, DC: Author.
- Uzoukwu, U.E. (1976). Home economics curriculum for rural development. In C.J. Wiedemann (Ed.), *Planning home economics curriculum in relation to rural development* (pp. 62-68). Proceedings of a National Workshop, Ibadan, Nigeria: Home Economics Association.
- Vincenti, V.B. (1981). *A history of the philosophy of home economics*. Unpublished doctoral dissertation, The Pennsylvania State University, State College, PA.
- Webb, R. E., Ballweg, J. A., & Fougere, W. (1982). Combining nutrition education with agricultural training in Haiti. *Journal of Nutrition Education*, 14(4), 133-134.
- Wilkosz, J. (1983). *Minnesota home economics SELO and strengthening project*. St. Paul, MN: Minnesota Department of Education.
- Worku, S.M. (1988, July). *Development of a methodology for determining the consumer acceptance of new crops in developing countries*. Paper presented at the International Federation for Home Economics XVI World Congress Minneapolis, MN.

FOR BETTER NUTRITION,
PLEASE GIVE TO
CARE CANADA

CARE[®]

CARE Canada
1312 Bank, Ottawa K1S 5H7



The Role of the Home Economist As a Financial Counsellor in Transition Shelters

Romy Quackenbush

Abstract

Wife abuse is no longer the 'silent crime' which affects only family members but it can now be considered a societal problem. As a result, we have seen an increase in the number of transition shelters specifically built to address the problem. Many shelters, however, fall short of providing the long-term care needed by the victim(s) to escape their violent situation. The role of the home economist as a financial counsellor is essential to providing victims with a means of financial stability, which appears to be a major factor for women in remaining in violent relationships. The financial counsellor is able to assist the victim with everything from assessing financial stability to budgeting. At the same time, the home economist is aware of the special needs of these women and their children and by working directly in the transition shelter, they can assist the victim(s) early enough to affect their decision to remain or move ahead with their lives.

Résumé

Aujourd'hui le problème des femmes agressées n'est plus un crime silencieux qui affecte seulement les membres de la famille mais doit être considéré également comme un fléau social. A ce titre, nous voyons une augmentation du nombre de maisons de transition spécialement construites pour répondre à ce problème. Plusieurs maisons, cependant, ne peuvent répondre aux besoins des victimes qui requièrent un hébergement à long terme. Le rôle des économistes familiales à titre de conseillère est essentiel pour aider ces femmes d'acquiescer une stabilité financière, laquelle apparaît être un facteur essentiel pour les femmes victimes d'assauts violents. Le conseiller est apte à les aider à établir leur budget à partir de leur revenu et leurs besoins. Comme l'économiste familiale, travaillant avec les victimes au refuge, est consciente des besoins spécifiques de ces femmes et de leurs enfants, elles peuvent donc les aider à prendre une décision quant à leur avenir.

Wife abuse at one time in our society was considered to be the 'silent crime' that no one wanted to share with others. Many did not want to believe that it was

happening next door or especially in their own family. However, it is now apparent that this 'silent crime' has become an acute social problem in both Canada and the United States. Gondolf (1985) reports that in the United States alone:

It is estimated that one in two women will be abused during the course of marriage. Each year one out of six couples experience at least one violence act; one in eight couples inflict abuse that



causes serious injury, and one in twenty-five marriages is plagued with what amounts to perpetual brutality. (pp. 1-2)

Because of shame or embarrassment, many case statistics such as these are under-reported by the victims. If this is true, one can conclude that this acute social problem may soon become an epidemic as it becomes more acceptable for these women to reveal themselves as victims of this 'silent crime'.

"Wife abuse not only affects the victimized women: society as a whole bears an inordinate penalty for what happens in the home" (Gondolf, 1985, p.5). These women and children remain physically and emotionally damaged, are unable to support themselves (income), and must constantly receive medical, legal, housing, and social assistance (welfare). All of these programs drain society's resources.

In order to attempt to help these women break out of their cycle of abuse, transition or crisis shelters have been funded and built. Morissette (1987) reports an increase in the number of transition shelters in Canada:

Romy Quackenbush (BHEcol) is a graduate of the University of Manitoba with a major in Family Studies and has worked in a transition shelter. She is presently employed by Confederation College in Thunder Bay.

In 1985, there was a total of 230 homes: 208 transition houses, a dozen shelters and ten long-term residences. In 1979, the total was only 71. (p.19)

Due to this increase, there has also been a rise in the number of victims using these shelters.

The roles of these shelters had also come under scrutiny since their inception into society. The first shelter for battered women was established in England in 1971 primarily as an 'advice center' for women in troubled marriages. However, it was soon apparent that a serious problem existed in some marriages and its focus changed (Berk, Newton, & Berk, 1986). At first, shelters were viewed as a short-term refuge from violent relationships with an emphasis on separating the victim(s) from the abuser and providing room and board. Now it appears that these shelters should also be providing services to victims if they wish to 'better' themselves. Aguirre (1985) believes that the more services (for example, legal or career counselling) offered by these shelters, the more likely these women are to separate from their abusive partners.

The purpose of this paper is to discuss the role of the financial counsellor in helping these victims to become more financially secure helping these individuals learn to live off welfare or a fixed income, and how the home economist as a financial counsellor has the appropriate training to help facilitate the re-structuring of these women's lives by providing viable alternatives and suggestions.

The Abusive Relationship

For someone who has never been in a violent relationship, it is easy to sit back and say 'why don't you just leave him?' For many of these women it is more than a question of leaving. Aguirre (1985) states that a multitude of social, psychological, and sociopsychological factors—such as a traditional sexual ideology, a poor self-image and self-esteem, hope that the abuser will change, and the impact of the partner's expressions of love or sorrow will all influence the victim's willingness to remain in a shelter or return to a violent situation. Perhaps the most important factor related to a victim's remaining in such a relationship is the amount of economic dependence on their abusive partners. According to Aguirre (1985) "eighty-four percent of

the wives in shelters who said their sole source of income was from their husbands said they intended to return to their husbands" (p. 352).

Gelles (1976) believes that the fewer the wives' resources and social power, the more likely they are to remain with their abusive partners. This is supported with research done by Schutte, Malouff, and Doyle (1988) who found that more highly educated women were less inclined to return to a partner who had battered them. Also, more educated women have a higher potential for self-sufficiency, thus increasing their own resources, which allows them to escape the battering relationship. Therefore, it is apparent that these women need to be encouraged to explore possible alternatives or options to better their life situation and this should be facilitated through the services found in transition shelters. Schutte et al. (1988) believe that spouse abuse victims should be provided with opportunities or counselling regarding employment, income, furthering one's education, or high school equivalency testing.

The Financial Counsellor Role

When a woman decides that she wants to leave her partner and is staying in a shelter, she must take the necessary legal and financial steps to ensure that she and perhaps her children are taken care of. Snyder and Scheer (1981) found that women who want to establish independent living arrangements require extensive legal and financial assistance. It is at this stage that the financial counsellor can become an important asset to the client.

The initial problem that can be addressed with the assistance of the counsellor is the fear that is faced by many individuals: filling out government application forms. The counsellor must reassure the client and assist them in filling out these forms. Perhaps due to ignorance of the government process, lack of adequate education, or even the stress resulting from a decision to leave a situation that they have become accustomed to and going into a world they know nothing of, may all result in processing delays of claims for badly needed resources.

As most clients have little income, they usually resort to some form of social assistance and in most cases, municipal welfare. The client must include general information such as name, address, number of dependents,

employer, as well as a reason for the application and why assistance is required. Learning to live off welfare if one comes from a relationship in which money was never really a problem can be made an easier transition through the help of a financial counsellor. The counsellor can assist the client by helping them with budgeting skills and providing encouragement to achieve the short-term goal of living off welfare and the long-term goal of becoming financially secure.

A detailed statement of monthly living expenses that is to be filled out by the client is required in order to calculate support payments from their partner. A financial counsellor can assist the client in this instance because in many cases the client is unaware of actual living costs. Money matters are usually taken care of by the abuser to keep the victim dependent upon the abuser. A financial counsellor can help the client become aware of actual living costs. The counsellor may also make the client conscious of how much things cost and how much they should be spending on items, which is a method of preventative counselling.

The counsellor should also remind or inform clients of possible options or referrals to help them save money. Many government services or agencies provide free help or assistance to individuals that are unable to afford them. Two examples of these are the Ontario Health Insurance Plan which offers full assistance to those individuals on welfare or a fixed low income and legal aid services which can assist them in filing for custody or support payments. (Similar services are available in other provinces).

Forms are also sent from the Ministry of the Attorney General (in Ontario) in which the client must provide specific information for support or monthly living expenses. The application forms are quite detailed and include information from the debtor — name, employment, physical description, any vehicles, property or assets owned, credit cards — and the creditor — name, employment. Most clients also complete a custody filing form. This form basically states the amount of money agreed to be paid by the debtor to the creditor and makes it legally binding when signed by a lawyer. A payment schedule is also included.

All of these procedures or forms can be made less confusing through the

help of a financial counsellor. In this situation, the financial counsellor provides both remedial and preventative counselling to the client, easing the transition for these women who want to begin to live independently.

The home economist/financial counsellor can also assist in this transition by providing counselling to help the client become more financially secure and stable. The issues of food, shelter, clothing, personal needs, and providing the alternatives regarding employment, career counselling, education, government job re-training programs like FUTURES, and offering seminars or courses on consumer education and the formation of self-help groups, are all valuable assets for the client.

Food, clothing, and suitable shelter can all be difficult tasks for an individual on a fixed income. The home economist can suggest several possible options. These include:

- Food — Consider buying no-name items instead of brand names for usually the only difference between the two is price. Also buy in bulk items that are on sale, and cheaper cuts of meat.
- Clothing — Consider sewing your own clothes if possible and check out second-hand stores, thrift shops, clearance areas, and whole-sale distributors.
- Shelter — This is a difficult area in that affordable housing is almost non-existent. However, many provinces, Ontario for example, have assigned priority to female victims of violence and their families in the allocation of social housing (Morissette, 1987) and have started to build second-stage housing projects with rent geared to income level. Another option for these women is to share living expenses with another but having more than

one family occupying a dwelling can cause other problems.

Government job re-training programs can increase a woman's long-term financial future by providing better employment opportunities. Hilbert and Hilbert (1984) found that battered women who were employed were less likely to return to an abusive situation due to their own financial independence. Programs such as FUTURES, which is supported by the Ontario Ministry of Skills and Development, incorporate partial job re-training and a chance to further one's education. Career counselling is provided to ensure that the client is aware of all options pertaining to future employment. During the counselling sessions, the home economist must always be aware of the special personal needs of the client, that is these women often have poor self-esteem, lack self-confidence and poor self-image, and should always be encouraged to see themselves in the long term. The home economist is also trained to be aware of the differences in family dynamics. What is 'normal' behavior for one individual does not make it so for others. The counsellor has to be alert to the differences in learning 'speed' for every person and take this into consideration when providing options and deciding upon expectations for the client.

Conclusion

The home economist/financial counsellor can provide an important service for abused women who have decided to leave their abusive partners. By having these counsellors work in transition shelters, they are able to directly help the clients in all aspects of their decision-making processes. Shelters should begin to consider not only their short-term purpose of acting solely as a refuge, but should also act as a resource centre for those clients who

need continuous counselling, be it financial or personal. The home economist/financial counsellor should attempt to identify the skills of the victim and help them on their way to financial stability through the offering of possible job re-training seminars or helping them to further their education.

The importance of helping these women to become financially stable cannot be overlooked. As has been previously mentioned, the drain of these women and their children upon society is staggering and if these costs can be avoided in the long term, it would be worthwhile to have trained financial counsellors and home economists dealing with this situation directly. The battered women should be allowed to explore all of their options just as other members of society are able to, and to expand their own abilities to make a better future for themselves and their children. □

References

- Aguirre, B.E. (1985). Why do they return? Abused wives in shelters. *Social Work*, 30(4), 350-354.
- Berk, R.A. Newton, P.J., & Berk, S.F. (1986). What a difference a day makes: An empirical study of the impact of shelters on battered women. *Journal of Marriage and the Family*, 48, 481-496.
- Gelles, R.J. (1976). Abused wives: Why do they stay? *Journal of Marriage and the Family*, 38(4), 659-668.
- Gondolf, E.W. (1985). *Men who batter: An integrated approach for stopping wife abuse*. Florida: Learning Publications, Inc.
- Hilbert, J.C., & Hilbert, H.C. (1984). Battered women leaving shelter: Which way do they go? *Journal of Applied Social Sciences*, 8, 291-297.
- Morissette, D. (1987). *Housing for Canadian women: An everyday concern*. Ottawa, ON: Canadian Advisory Council on the Status of Women.
- Schutte, N.S., Malouff, J.M., & Doyle, J.S. (1988). The relationship between characteristics of the victim, persuasive techniques of the batterer and returning to a battering relationship. *Journal of Social Psychology*, 128(5) 605-610.
- Snyder, D.K., Scheer, N.S. (1981). Predicting disposition following brief residence at a shelter for battered women. *American Journal of Community Psychology*, 9(5), 559-565.

The EcoLogo: A Smart Environmental Choice

Brenda Missen



Abstract

The EcoLogo is the symbol of the federal government's new Environmental Choice Program, created to help consumers find products that ease the burden on the environment. In light of the plethora of environmentally friendly products and the confusion surrounding manufacturers' claims for these products, such a symbol is needed. Through a scientifically based life cycle assessment of product categories, the program sets criteria and invites suppliers to submit their products for testing. The response of manufacturers and retailers has been positive. So far 14 product categories have been finalized and 33 companies have had their products certified with the EcoLogo. Participation in the program is entirely voluntary, its success relying on the cooperation of government, science, industry, retailers, and the public. This article seeks to raise public awareness about the EcoLogo so consumers can make an informed choice.

Résumé

L'ECOLOGO est le symbole du nouveau programme sur l'environnement choisi par le gouvernement fédéral. Le programme a été créé pour aider les consommateurs à trouver les produits les moins polluants. En raison de la surabondance des produits favorables à l'environnement et la confusion créée par la publicité des manufacturiers pour ces produits, un tel symbole est devenu nécessaire. Par l'intermédiaire d'évaluation basée scientifiquement sur le cycle de vie des diverses catégories de produits, le programme établit des critères et invite les fournisseurs à soumettre leurs produits à certains contrôles. La réponse des manufacturiers et des marchands détaillants a été positive. Jusqu'à maintenant quatorze catégories de produits ont été examinés et trente-trois sociétés ont vu leurs produits certifiés par l'ECOLOGO. La participation à ce programme est entièrement facultative. Son succès repose sur la coopération entre les différents intervenants qu'il soit du gouvernement, du monde scientifique, de l'industrie, des marchands détaillants ou du grand public. Cet article vise à sensibiliser davantage la population au programme ECOLOGO afin d'aider les consommateurs à faire un choix plus judicieux.

The inundation of environmentally friendly products on the market is cause for celebration but also some scepticism — celebration in that consumers now have the choice of being more environmentally sensitive through the products they use, but scepticism in that the claims may be legitimate but are also sometimes ambiguous, misleading, or even contradictory.

The problem is twofold. First, the credibility of those making claims for their own products tends to be questioned. Second, consumers often have no way to substantiate these claims.

Providing a solution to this problem is the reason for the federal government's new Environmental Choice Program, created to help consumers find products that ease the burden on the environment. The criteria for a product, published for consumers to verify, are based on an independent, scientifically based assessment that spans a product's life cycle, from production to disposal.

An Independent Certification Process

The solution to the first part of the problem lies in the program's unbiased certification process. The independent, voluntary Environmental Choice Board operates at arm's length not only from manufacturers but also from the government.

The Board's 16 men and women, appointed from across Canada by the Minister of Environment, represent a range of fields of expertise, including environmental science, economics, environmental law, health care, retail-

Brenda Missen, BA (English Specialist, University of Toronto) is a freelance writer and editor, living in Gleneagle, Quebec, with a special interest in environmental issues.

Acknowledgments. The information for this article was obtained from the Environmental Choice Program's newsletter and fact sheets, as well as from interviews with Pat Delbridge, Chair, Environmental Choice Board; Charles Dickson, Senior Marketing and Communications Advisor, Environmental Choice Program; Jenny Gilles, President, Babykins Products Canada Ltd.; Cliff McCarron, Quality Technician and Product Development, Vexar Plastic Netting Department, Du Pont Canada Inc.; Kathryn Sabo, Administration Manager, Paint Division, Color Your World; Alasdair McKichan, Environmental Choice Board Member, and President, Retail Council of Canada; Ruth Lotzgar, National Chairperson, Environment Committee, Consumer's Association of Canada; and Patrick Carson, Vice-President, Environmental Affairs, Loblaw International Merchants. The author gratefully acknowledges the time granted and insights shared by each of these persons.

ing, and manufacturing. The Board is served by a secretariat within Environment Canada, which in turn has contracted the assistance of the Canadian Standards Association (CSA).

The Board sets criteria for categories of products and grants the use of the EcoLogo to products that pass certification. The symbol, three doves intertwined to form a maple leaf, alerts the public to the availability of these less harmful products.

The Life Cycle Approach

The second part of the solution lies in the program's scientifically based set of criteria, which are published so that consumers do not have to take the claims of the EcoLogo on faith. In addition to the full description of the criteria available in the guidelines, a brief description accompanies the EcoLogo symbol on the package label.

The program's unique process of setting criteria is based on an understanding of the effect of products on the environment throughout their life cycles. This means considering issues relating to resources, manufacturing processes, transportation, use, and disposal.

According to Pat Delbridge, Chair of the Environmental Choice Board, "The criteria we set specify that a *net* reduction in harm to the environment must be achieved. We can require that a product be made in a way that saves energy, reduces hazardous by-products, shifts input from non-renewable to renewable resources, uses recycled materials, or extends the self-life or durability" (pers. comm., August 23, 1990).

The Board can back up its claims because it has looked at the entire life cycle and determined where the net reduction will occur. It does *not* mean the entire life cycle has been certified as harmless. Nor does it mean the product is "environmentally friendly," a term the program deliberately avoids.

"The term 'environmentally friendly' is interpreted by some to mean that products are benign or even good for the environment," explains Charles Dickson, the program's Senior Marketing and Communications Advisor. "Very few products have no negative effect" (pers. comm., August 23, 1990).

Motor oil is one example. Canadians consume one billion litres of motor oil every year. Almost one-third of this — an amount six or seven times the amount of the Valdez spill and full of impurities — is thrown out after use and sits in the environment in some form. "The problem," explains Dickson, "lies in the disposal, but one solution can be found at the manufacturing level: make oil from at least 50 percent recycled oil."

Recycled oil has had its impurities removed by a re-refining process that restores it to a reliable and functional condition equal to that of virgin oils. The program's criteria for re-refined motor oil therefore require, among other things, that the oil contain over 50 percent re-refined oil.

This means that less oil than otherwise will be dumped into the environment; it does not mean that re-refined oil is used without any cost to the environment, since, among other things, it lubricates internal combustion engines, which contribute to the greenhouse effect. Until we change the mechanisms of our transportation, re-refined oil is a less harmful alternative to virgin oil.

So far seven brands of re-refined motor oil have been certified under the program.

The environmental assessment of the product's life cycle is only one, albeit a major, part of the research conducted before setting the product-specific criteria. Also included are an industry profile and an assessment of the consumer market for that product type. The report of all these findings becomes the basis for a draft set of criteria drawn up by the CSA, assisted by a voluntary technical committee, to present to the Board for consideration.

Public Input into Final Criteria

Seeking public opinion is an important part of the process of setting the final criteria. The draft criteria are released for public scrutiny, and the comments of relevant industries, environmental groups, consumers, and all others concerned are fed back to the Board members, who then revise the guidelines accordingly and submit them to the Minister for approval. The final guidelines are published, and suppliers (manufacturers, importers, and retailers) are invited to submit their products for testing.

Testing and Licensing

Once a supplier has applied for certification, the CSA arranges for a plant visit to determine whether the product and/or process meets the Environmental Choice criteria.

Items that pass certification are granted a licence to use the EcoLogo for a specified period, up to a maximum of three years. During this time, the CSA will make unannounced annual plant visits to verify continued compliance with the guidelines.

Upgrading the Guidelines

Pat Delbridge of the Board explains, in many cases the science for using the life cycle approach is new. "The next decade will undoubtedly see progress made in our understanding of the environmental costs of products and services throughout their life cycles." (pers. comm., August 23, 1990). As new information and technology make higher standards possible, the guidelines will be upgraded.

This process is not a quick one. Patrick Carson, Vice-President of Environmental Affairs at Loblaw's, whose *green* re-refined oil carries the EcoLogo, aptly sums up the problem: "The reason we have these problems is that over the last 200 years of the industrial revolution we made decisions without looking at the adverse consequences. The EcoLogo program is now looking at those consequences, from cradle to grave, and that takes time" (pers. comm., September 4, 1990).

Within the next year, Environmental Choice will be continuing to develop criteria for an ever-expanding list of product categories, including household cleaners, sanitary paper products, and packaging. Setting the criteria for packaging is particularly important since packaging is a big contributor to our environmental problems.

Cooperation of Manufacturers and Retailers

The success of the program obviously depends heavily on the cooperation of both manufacturers and retailers in developing environmentally sensitive products, submitting them for certification, and making them available to consumers.

The EcoLogo can be found on products from 33 companies covering 7 of the 14 product categories that have been given final approval. These products include a plastic fencing

material made from recycled plastic, cloth diapers that are home washable and 100 percent reusable a minimum of 75 times, re-refined motor oil, recycled cellulose insulation, water-based paints, a zinc-air battery (a low-mercury battery), and fine paper from recycled paper.

Along with many others, manufacturer Jenny Gilles of Babykins welcomes the Environmental Choice Program because it is unbiased. "There are so many companies marketing their products as environmentally sensitive, and sometimes I think they go a little overboard in their claims. I really think you need an independent body" (pers. comm., September 10, 1990).

Gilles admits that when she began marketing her cloth diapers five years ago, their main selling feature was that they were cheaper than disposables, although environmental concern was certainly a factor. Consumers pay \$1500 to \$2000 a year for disposables, Gilles says, whereas cloth diapers cost only \$500 — a sum that includes the water and energy needed for washing and drying.

Now, Gilles finds, cost is secondary to environmental concern among consumers.

In any case, cost and environmental sensitivity are not necessarily at odds. As Babykins found cloth diapers cheaper than disposables, so Du Pont Canada Inc. has found it cheaper to manufacture (and sell) a fencing material out of recycled plastic than out of new plastic. Du Pont's Vexar Plastic Netting Department has been manufacturing its utility snow, safety, and construction fencing from recycled plastic for the past 14 months.

"We used to make the fencing using top of the line resins, but were told by our distributors that it was too good and too highly priced for its use," explains Cliff McCarron, Quality Technician and Product Development for the Vexar Department (pers. comm., September 11, 1990).

In looking for an alternative, the company discovered that recycled resin is cheaper, is equally as strong as non-recycled resin, and "processes better on our equipment than the resin we used to run." The plastic can be recycled again and again, as long as someone will collect it.

The experience of both Du Pont and Babykins should alleviate consumers' fears that they will necessarily have to

pay more for environmentally sensitive products.

At first, Gilles found it difficult to get Babykins into the retail market since retailers believed people would buy only disposable diapers. "But once Babykins were on the shelves, they walked off the shelves." Babykins' sales have increased dramatically in the last couple of years, from \$120,000 in 1988 to \$5 million last year. Now, Gilles says, retailers are stocking fewer disposable and more cloth diapers.

The cooperation of retailers in the program is important not only because they are the means by which environmentally sensitive products are made available, but also because they have the power to favor items that are environmentally sensitive, a practice that Environmental Choice Board Members and Retail Council President Alaisdair McKichan supports. "The first step for retailers is to examine the products they offer and to make sure these are compatible with good environmental practice" (pers. comm., August 31, 1990).

Color Your World, which has been marketing water-based paints since 1954, sought the EcoLogo precisely because it alerts consumers to the less harmful effects of these paints. As Kathryn Sabo, Administration Manager of the Paint Division explains, "We believe that not only ourselves but our industry must produce environmentally safer products" (pers. comm., September 6, 1990).

Patrick Carson of Loblaw's agrees. "While we are members of a corporation, we are also members of the community. The question is not where does the retailer's responsibility begin, but where does it stop? We're beginning to realize our responsibility lies in looking at the process behind the product" (pers. comm., September 4, 1990).

Alaisdair McKichan believes that the EcoLogo program will help retailers carry out this responsibility. "Retailers' knowledge that the Environmental Choice Program provides a system for approval that rigorously tests the claims made for the product will go a long way to encouraging them to support those products that carry the logo and thereby satisfy both their customers and their corporate obligation to support environmental issues."

The cooperation of both manufacturers and retailers will go a long way to

ensuring that consumers are given the choice of environmentally less harmful products.

Consumer Support of the Program

As consumers become more sophisticated and discriminating in their buying patterns, they will increasingly be looking for an environmental standard upon which to base their choice of the products they buy. Carson predicts that, although perhaps not soon, "the day will come when every product in every retail store is going to have to meet some type of environmental standard".

Whether or not the EcoLogo will become the symbol of this standard is not yet certain. Ruth Lotzgar of the Consumer's Association of Canada believes that "if the EcoLogo can improve to meet the needs of consumers it will be a very worthwhile logo" (pers. comm., September 12, 1990).

The Consumer's Association of Canada (CAC) is supportive of the program, while carefully watching its evolution. Lotzgar, who is National Chairperson of the CAC's Environment Committee, explains, "We're supportive because it's helping to bring some of the concerns that most people have about the environment to the fore. But the program is difficult to judge right now because it's still in the very early stages of development."

The CAC would like to see the public made more aware of the EcoLogo, as would the Environmental Choice Program itself. To this end, the program's communication department will be developing a campaign to increase awareness and understanding of the meaning of the logo early in the new year.

The EcoLogo and International Markets

Consumer interest in labelling environmentally sensitive products is growing not only within Canada but around the world. West Germany was the first country to implement an eco-labelling program, and many other countries are now developing their own, including, among others, Japan, Norway, Sweden, Denmark, Great Britain, and the United States.

As Ruth Lotzgar of the CAC points out, so far these logos are strictly for the domestic marketplace. "Unless there is some uniformity between the criteria set by the various countries, the logos

will not be effective for international trade."

Canada has an important role in sharing its expertise and experience with other countries. "To help ensure that all of these country-specific labels do not contribute to confusion in the international marketplace," Board Member Pat Delbridge asserts, "Environmental Choice will encourage consultation and cooperation among countries with eco-labelling programs" (pers. comm., August 23, 1990).

The EcoLogo: An Important Beginning

Labelling products that are less harmful to the environment is an

important beginning. Of course, as Charles Dickson of Environmental Choice points out, one of the best ways to reduce the harm on our environment that results from our daily consumption is to consume *less*.

Environmentalists, including David Suzuki, one of the keynote speakers at this year's Home Economics Conference on Ethics and the Environment, are giving the message that our traditional objectives of constant expansion and substantially increasing standards of living are incompatible with the preservation of the environment. They urge that radical changes are needed — not only in our patterns of

consumption but in the very lifestyle we have chosen.

The Environmental Choice Program is one approach among many that will help meet this need. It is an approach that depends on the involvement and cooperation of industry, science, government, and the public.

As a community, our cooperation is crucial. Do we really have a choice? □


A Miracle in the Making

CANADA'S INTERNATIONAL IMMUNIZATION PROGRAM

Immunizing the world's children by 1990 — Canada is proudly participating in this extraordinary undertaking to control the six leading communicable childhood diseases that kill or permanently disable seven million children in the developing world every year.

For more information, contact:
Canadian Public Health Association
1565 Carling Avenue, Suite 400
OTTAWA, Canada K1Z 8R1
Telephone: (613) 725-3769
Telefax: (613) 725-9826

Funded by the Government of Canada. Managed by the Canadian Public Health Association.



Canadian Public Health Association

Canada's International Immunization Program



Health Registration Records as a Source of Samples of Female-Headed Single Parent Families: Prospects and Limitations

Marian L. Campbell

Abstract

A major methodological problem confronting researchers who study single parent families is obtaining a suitable sample. The main difficulty faced is obtaining a list of single parents in the target population from which samples can be drawn. This paper will review the sampling frames most frequently used in research on single parent families and then examine the prospects and limitations of obtaining samples of female-headed single parent families using health registration records as the source of the sampling frame. This sampling frame is attractive because it offers the potential for obtaining representative samples at low cost. Experience showed, however, that a representative sample was not obtained using this sampling frame because the mobility of the single mothers made health registration records somewhat outdated. Health registration records may prove to be most valuable in constructing sampling frames of populations who are less mobile than single mothers.

Résumé

Le problème majeur, en méthodologie de la recherche sur les familles monoparentales, est d'obtenir un échantillon valable. La principale difficulté rencontrée est d'obtenir une liste de parents célibataires dans la population-cible afin d'y trouver suffisamment de cas-types. Cet article décrit les structures de cas-types les plus fréquemment utilisées en recherche sur les familles monoparentales de même qu'il examine les perspectives et les limites des échantillons de familles monoparentales féminines obtenus des dossiers-santé comme ressource pour élaborer la mesure du cas-type. Cette structure est attrayante parce qu'elle offre la possibilité d'obtenir un échantillon représentatif ne fut pas obtenu par l'utilisation de cette structure parce que les données n'étaient pas tenues à jour en raison de la mobilité des mères célibataires. Les données des dossiers-santé prouvent que pour construire un échantillon valable la population sondée doit être plus stable que ne le sont les mères célibataires.

Introduction

Health and Welfare Canada in its recent document, "Achieving Health for All" (Epp, 1986), identified single parent families headed by women as a high risk group.

Marian L. Campbell holds a BSc (HEc), Saskatchewan; MSc (Nutrition), Manitoba; and PhD Cornell. She is an associate professor in the Department of Foods and Nutrition at the University of Manitoba.

This research formed part of the PhD dissertation of the author and was completed in 1988. The research was supported, in part, by a NHRDP PhD Fellowship from Health and Welfare Canada.

These data were presented, in part, at the meeting of the Canadian Dietetic Association in Halifax, Nova Scotia, June 1988.

Acknowledgments. The author wishes to thank Mr. Fred Toll and his staff at the Manitoba Health Services Commission for assistance in obtaining the sample and Dr. B. MacPherson, Department of Statistics, University of Manitoba, for reading several drafts of the manuscript.

Researchers studying this priority group confront numerous methodological problems (Nelson, 1985). One of these is obtaining a suitable sample. The main difficulty one faces is obtaining a list of single parents in the target population from which samples can be drawn. Lists of single parent families often are unavailable to researchers for reasons of confidentiality (e.g., from the Child Maintenance Enforcement Program in Manitoba), or if available, reflect narrowly defined subgroups of single parents (e.g., day care users, members of self-help groups). If the list of single parents in the target population is inadequate, samples drawn from the list may not represent the target population and, hence, the researcher has a validity problem relative to the target population. In such cases the sample is actually drawn from a population which may differ substantially from

the target population and, as a result, any inferences drawn from the sample are of characteristics of the sampled population and not of the target population (Satin & Shastry, 1983).

The objective of this paper is to assess the feasibility of using health registration records as a sampling frame for employed single parent mothers with preschool children. This sampling frame has not been used previously to draw samples of single parent families but is attractive because it offers the potential of obtaining representative samples of single parents and, because the system is computerized, samples can be drawn quickly. It should be noted that not all provinces provide access to health registration records for research purposes; hence, the use of this sampling frame is restricted to studies in provinces that permit access. Currently, this is feasible in the

western provinces but is in a state of flux in the rest of Canada (personal communication, L. Roos, Community Health Sciences, University of Manitoba). Interested readers should consult provincial government representatives to determine access and confidentiality procedures.

Selecting a Sampling Frame

Several sampling frames could be used to obtain samples of employed single parent mothers with preschoolers. Each has inherent strengths and weaknesses.

One approach involves sampling subjects from lists of single parent families who use certain services or are members of special interest groups (day care users, members of Parents Without partners) (eg. Coletta, 1983; Gladow & Ray, 1986; Hanson, 1986; Loveland-Cherry, 1986; Risman & Park, 1988; Tarasuk & Maclean, 1990; Tcheng-Laroche & Prince, 1979; Wallerstein & Kelly, 1975). While this approach is convenient, it introduces the possibility of bias because it is not known if those who join groups or use services are different from those who do not (Risman & Park, 1988; Satin & Shastry, 1983). Therefore, samples obtained using this method may not represent the target population.

Another method is to sample from court records (eg. Buehler, 1987; Hess & Camara, 1979; Hetherington, Cox, & Cox, 1978; Johnson, 1983; MacKinnon, Brody, & Stoneman, 1982). These records provide a good list of one subgroup of single parent families — the population who has recently divorced. While representative samples are theoretically possible with this sampling frame, they are seldom achieved because many people move from the address found in court records. This introduces the possibility of bias because those who move may be different from those who do not. The advantage of court records is that movers and non-movers can be compared on demographic data available in court records. In this way, the representativeness of the sample can be assessed. Using court records, however, is time-consuming due to lack of computerization, at least in Manitoba.

Health registration records are another possible source of a sampling frame. In each province, records of residents are maintained for the purpose of medical coverage. These

records should provide a more complete list of the target population than the two sources of sampling frames mentioned previously. An additional advantage is that samples can be drawn quickly because the system is computerized. Thus, health registration records may provide a unique opportunity to obtain representative samples. The major factor that may limit this potential is the ability to keep records up to date. People may move from the address found in health registration records. This problem also was mentioned when using court records but may be less with health records because addresses are updated when people use medical services and when people provide notification of a change of address. The magnitude of this problem when sampling employed single parent mothers with preschoolers is not known. However, other studies using health registration records to draw samples of elderly persons and adult women in Manitoba have found from 15 to 20% not at the address provided when subjects are contacted by a telephone call to that address (unpublished data, Centre on Aging, University of Manitoba; personal communication, P. Kaufert, Community Health Sciences, University of Manitoba). Furthermore, in two surveys involving mailed questionnaires to subjects selected from court records in the United States, approximately 25% of the questionnaires were not deliverable to the addresses, and from 62% to 65% of the delivered questionnaires were not returned (Buehler, 1987; Johnson, 1983). In a study in progress in Winnipeg, 64% of subjects selected from court records were not at the address when subjects were contacted by a telephone call to that address (personal communication, D. Mallin, Family Studies, University of Manitoba).

The remainder of this paper will report the experience gained in using health registration records to obtain a sample of preschool children with employed single mothers. The data come from a larger study investigating the effect of maternal employment on the food habits of this group of preschoolers (Campbell, 1988). The results will be of interest to other researchers who use family structure as a key variable in research on the family.

Constructing the Sampling Frame

To draw a sample from the target population (employed single parent mothers with preschoolers), a sam-

pling frame was constructed from health registration records on file with the Manitoba Health Services Commission (MHSC). The records list family members by head of household, spouse, children under 18 years, and address. Each person is listed by name, sex, and birthdate. The frame included female heads of households with 2-4 year old children living in the Winnipeg Health Region. Approval to select the sample was obtained from the Access and Confidentiality Committee of the MHSC and the Ethics Committee, Faculty of Human Ecology, University of Manitoba.

At the time the sampling frame was constructed, it was not known how well the frame represented the target population. However it was assumed that some members of the target population were not included in the sampling frame because a change in marital status had not been sent to the MHSC. Therefore, these individuals would not be included in the list of female heads of households. Consequently some members of the target population likely were missed using this sampling frame. The problem of undercoverage of the target population in the sampling frame is inherent in studies of single parent families because marital status is a dynamic, changing concept.

Selecting the Sample

A probability sample was selected from the sampling frame using a simple random sampling strategy (Kerlinger, 1973). Personnel with the MHSC drew the sample. Because the frame did not distinguish between employed and not employed mothers it was necessary to oversample, taking into account the proportion of single mothers with preschool children who were employed or not employed outside the home in Manitoba (Statistics Canada, unpublished data). Those not employed were screened out of the study during a telephone call to all subjects selected.

A probability sampling strategy was used to select the sample because this procedure generally results in a sample which is representative of the population from which the sample is drawn. Because the sample is selected at random from the population of interest, inferences can be made about that population. Moreover, in situations where the random sample does not represent the population according to

certain characteristics, adjustments may be made using appropriate weighting factors when estimates are produced of population characteristics (Satin & Shastry, 1983).

Recruiting Participants

In order to interpret the response rate it is necessary to understand how subjects were recruited and the demands made on them. These issues will be described briefly.

The children's mothers were contacted initially by letter and then interviewed during a telephone call, lasting less than 15 minutes, and in two home visits of an hour and one-half hour duration, respectively. Names and addresses were provided by the MHSC. Telephone numbers were obtained from the Winnipeg and Henderson directories. Multiple telephone calls and numerous appointments were necessary to arrange home visits to some mothers. It should be noted that it is a requirement of the Access and Confidentiality Committee of the MHSC to contact subjects by letter and then obtain their consent for a home visit over the telephone. Written consent was obtained during the home visit.

Mothers were asked to keep a three-day record of the child's food intake, with help from substitute caregivers; respond to questionnaires; and permit the child's height and weight to be measured. To motivate subjects to stay in the study, mothers were telephoned after the first day of record-keeping and substitute caregivers were visited occasionally. Selected demographic data from non-participants also were collected. Two experienced nutritionists assisted the author in data collection, after three days of training.

Results: Response Rate

Of the 2,000 subjects in the sample, 187 were involved in a pretest of study methods and procedures while 1,813 were included in the final survey. Because the response rates were similar in the pretest and final survey only the response rate for the final survey will be discussed.

Of the 1813 in the final survey, only 37.5% ($n = 679$) could be contacted by telephone. Of the 1,134 who could not be contacted, 215 (19%) were assumed to have moved since the introductory letter was returned. However it was not known why the remaining 919

Table 1. Comparison of Participants ($n = 160$) and Non-participants ($n = 61$) on Demographic Characteristics

Characteristics	Participants ^a %	Non-Participants ^b %	Chi Square
Education			
less than grade 12	26.3	44.4	11.33**
completed high school	26.3	33.3	
post-secondary education	47.5	22.2	
Family Income			
< 10,000	10.6	20.8	9.01*
\$10,000-14,999	20.0	33.3	
≥ 15,000	69.4	45.8	
Marital Status			
never married	28.7	55.4	12.82**
divorced/separated	71.3	44.6	

^aThree participants who were widows were excluded in the marital status comparisons.

^bThe number of non-participants in each category (education = 54; income = 48; and marital status = 56) varies slightly due to missing data.

* $p \leq .01$ ** $p \leq .001$

(81%) could not be contacted by telephone. Some insight into the reasons why they could not be contacted by telephone was obtained in home visits to this group during the pretest. The home visits revealed that about 40% of this group in the pretest were not at the address while the other 60% were at the address but could not be reached by telephone either because they had no phone or an unlisted number, or they lived with other people and the telephone was listed in another name.

Of the 679 contacted by telephone, 455 (67%) were ineligible for the study because they did not meet study criteria. Most were not working. Others had remarried and the change in marital status had not been sent to the MHSC. A small number were married and never had been a single parent. These women had their own health registration numbers (separate from their husbands') and thus appeared in the sampling frame as a female head of household.

Of the 224 eligible for the study, 82.6% ($n = 185$) agreed to participate while 72.8% ($n = 163$) completed all aspects of the study. This resulted in 61 non participants who refused to participate in all or part of the study. The main reasons for refusal were "too busy" and "not interested". In addition, three subjects were eliminated due to incomplete food record data.

In order to assess how representative the 160 participants were of those eligible for the study, the 160 participants and 61 non-participants were compared on a number of demographic characteristics using t-test and

chi-square analyses. In this way bias introduced by using volunteers as participants could be assessed. Volunteers have been shown to be better educated, less authoritarian, more sociable, higher in self-disclosure and better adjusted socially and emotionally than non-volunteers (Bailey, 1982; Rosenthal & Rosnow, 1969). While participants did not differ significantly ($p < .05$) from non-participants on a number of variables (number of children under 6 years; number of children 6-17 years; target child's age, sex, and ordinal position; mother's age, occupation, and number of hours worked per week), participants were found significantly more frequently among mothers from higher income and education groups and were more often single parents due to divorce or separation than being never married (Table 1).

In addition to the participant versus nonparticipant comparison, participants also were compared with census data (Statistics Canada, unpublished data) in order to determine how well they represented employed single mothers with 2 to 4-year old children in Manitoba (Table 2). The distribution of mother's marital status was almost identical. However, mother's age was somewhat higher in the present study. The most noticeable difference was in mother's education. Those who had completed high school were over-represented while those with lower or higher education were underrepresented. Lack of additional census data prevented further comparisons.

Despite the problems in sampling, a fairly broad range of subjects was

Table 2. Demographic Characteristics of Participants Compared to Census Data for Manitoba

	1981 Census ^a %	Study Participants %
Marital status		
divorced/separated	69.6	70.0
never married	27.6	28.0
widowed	2.9	2.0
Mother's age (years)		
15-19	2.2	0.6
20-29	60.6	52.5
30-39	33.9	39.4
40-49 ^b	3.2	7.5
Mother's education		
less than grade nine	7.1	1.3
some high school	26.8	25.0
completed high school	11.8	26.3
post-secondary education	54.2	47.5

^aStatistics Canada, unpublished data on employed single mothers with two-four year old children, 1981.

^bStatistics Canada = 40-54; present study = 40-49.

obtained. For example, considerable variation in the family characteristics of the subjects can be seen in Table 3.

Discussion

The participation rates at each step in the survey illustrate some of the difficulties encountered in obtaining representative samples of single employed mothers with preschool children. Difficulties related to the sampling frame and the data collection methods used in this study. One of the main factors limiting the representativeness of the sample was the large number of subjects in the sampling frame who could not be contacted because they had moved from the addresses provided by the MHSC. This number is higher than that mentioned previously when MHSC records were used to draw samples of adult women and the elderly and subjects were contacted in the same manner as in the present study. The higher rate no doubt reflects the greater mobility of the single parent population. Norton and Glick (1986), for example, reported that 20% of one parent families, compared with 14% of all families in 1984, had moved from the living quarters they had occupied the previous year. In short, the mobility of single parents, especially female single parents who generally must adjust to decreased income and search for adequate housing, may make address lists outdated. This was the main problem encountered with the sampling frame provided by the MHSC and is the same problem, mentioned previously, when using court records.

Other problems related to the data collection methods used in the study. Contacting single mothers by telephone is problematic because single mothers use unlisted numbers more frequently than the general population (personal communication, Manitoba Telephone System), and because some single mothers live with other people who list the phone in their name. Norton and Glick (1986) estimated that 28% of single parent families in 1984 lived in a home maintained by others. Using the telephone method further increased the percentage of the sample who could not be contacted and hence participate in the study. While home visits are the obvious solution to the problems encountered with the telephone method, they are more costly.

In addition to these problems, the demands that the methods imposed on subjects no doubt affected the response rate. Food records impose a higher response burden on subjects than other dietary methodologies (Young, 1981). This burden, plus that of several questionnaires and repeat visits, must be viewed in the context of the life situation of the mothers. Lack of time is a problem for all employed mothers (Lowe, 1989) and is likely a greater problem for single mothers, especially those with preschool children (Beck, 1984). The demands of work, plus the demands of the study, superimposed on subjects who are adjusting to single parent status may influence non-participation. The fact that participants had a higher education and income level than non-participants is consistent with the literature (Dillman, 1978; Rosenthal & Rosnow, 1969) and may reflect greater access to resources which enhance coping.

Given the time and other constraints of the mothers and the burden of the methods, it is admirable that 71% of the mother-child families who could be contacted and were eligible for the study completed all aspects of the study. Furthermore, the subjects who participated represented a broad range of income, education, and occupational groups rather than a narrowly defined group, for example, of high income professional mothers. Therefore, the sampling frame and study methods were at least partially successful.

Conclusion

A representative sample of preschool children with single employed

Table 3. Family Characteristics of Participants (n = 160)

Characteristics	Participants n	%
Mother's education		
less than grade 12	42	26.3
completed high school	42	26.3
post-secondary education	35	21.9
university education	41	25.7
Family income		
≤ \$14,000	49	30.6
\$15,000 - 19,000	49	30.7
≥ \$20,000	62	38.7
Mother's occupation		
managerial	17	10.6
professional/semi-professional	26	16.3
clerical/sales	81	50.6
skilled/semi-skilled	21	13.2
unskilled	15	9.4

mothers was not obtained using health registration records as a source of the sampling frame. This was due, in part, to the mobility of single parents which renders address lists outdated. Both health registration records and court records share this problem. Despite this limitation, a broader range of subjects was obtained using this sampling frame than possible by sampling from narrowly defined subgroups of single parents such as users of day care or members of self-help groups. Furthermore, researchers who use this sampling frame might expect higher response rates in studies of single parents that do not use methods that impose as high a burden on subjects, where single parents are contacted through home visits rather than by telephone, and where subjects have more time than single mothers with preschoolers.

Health registration records may prove to be most valuable in constructing sampling frames of populations who are less mobile than single parents. This potential, plus their easy access by computer, suggest that health registration records offer interesting possibilities for future studies of the family. □

References

- Bailey, K.D. (1982). *Methods of social research*. London: The Free Press.
- Beck, J. (1984). Problems encountered by the single working mother. *Ergonomics*, 27(5), 577-584.
- Buehler, C. (1987). Initiator status and the divorce transition. *Family Relations*, 36, 82-86.
- Campbell, M.L. (1988). *The impact of work, child care, and family factors on the diet and weight status of preschool children with single working mothers*. Unpublished doctoral dissertation, Cornell University, Ithaca, NY.
- Colletta, N.D. (1983). Stressful lives: the situation of divorced mothers and their children. *Journal of Divorce*, 6, 19-31.
- Dillman, D. (1978). *Mail and telephone surveys: The total design method*. New York: Wiley and Sons.
- Epp, J. (1986). *Achieving health for all: A framework for health promotion*. Ottawa, ON: Health and Welfare Canada.
- Gladow, N.W., & Ray, M.P. (1986). The impact of informal support systems on the well being of low income single parents. *Family Relations*, 35, 113-123.
- Hanson, S.M.H. (1986). Healthy single parent families. *Family Relations*, 35, 125-132.

- Hess, R.D., & Camara, K.A. (1979). Post-divorce family relationships as mediating factors in the consequences of divorce for children. *Journal of Social Issues*, 35, 79-96.
- Hetherington, E.M., Cox, M., & Cox, R. (1978). The aftermath of divorce. In J.H. Stevens, Jr. & M. Matthews (Eds.) *Mother-child, father-child relations* (pp. 149-176). Washington, DC: National Association for the Education of Young Children.
- Johnson, P.J. (1983). Divorced mothers' management of responsibilities. *Journal of Family Issues*, 4, 83-103.
- Kerlinger, F.N. (1973). *Foundations of behavioral research*. Toronto, ON: Holt, Rinehart, and Winston.
- Loveland-Cherry, C.J. (1986). Personal health practices in single parent and two parent families. *Family Relations*, 35, 133-139.
- Lowe, G.S. (1989). *Women, paid/unpaid work, and stress: New directions for research*. Ottawa, ON: Canadian Advisory Council on the Status of Women.
- MacKinnon, C.E., Brody, G.H., & Stoneman, Z. (1982). The effects of divorce and maternal employment on the home environments of preschool children. *Child Development*, 53, 1392-1399.
- Nelson, G. (1985). Family adaptation following marital separation/divorce: A literature review. In B. Schlesinger (Ed.), *The one-parent family in the 1980's: Perspectives and annotated bibliography* (pp. 97-151). Toronto, ON: University of Toronto Press.
- Norton, A.J., & Glick, P.C. (1986). One parent families: A social and economic profile. *Family Relations*, 35, 9-17.
- Risman, B.J., & Park, K. (1988). Just the two of us: Parent-child relationships in single-parent homes. *Journal of Marriage and the Family*, 50, 1049-1062.
- Rosenthal, R., & Rosnow, R.L. (1969). The volunteer subject. In R. Rosenthal & R.L. Rosnow (Eds.), *Artifact in behavioral research* (pp. 59-118). New York: Academic Press.
- Satin, A., & Shastry, W. (1983). *Survey sampling: A non-mathematical guide*. Ottawa: Statistics Canada.
- Tarasuk, V., & Maclean, H. (1987). The food problems of low-income single mothers: An ethnographic study. *Canadian Home Economics Journal*, 40, 76-82.
- Tcheng-Laroche, F., & Prince, R.H. (1979). Middle income, divorced female heads of families: Their lifestyles, health and stress levels. *Canadian Journal of Psychiatry*, 24, 35-42.
- Wallerstein, J.S., & Kelly, J.B. (1975). The effects of parental divorce: Experiences of the preschool child. *Journal of the American Academy of Child Psychiatry*, 14, 600-616.
- Young, C.M. (1981). Dietary methodology. In Food and Nutrition Board, National Research Council, *Assessing changing food consumption patterns* (pp 89-118). Washington D.C.: National Academy Press.

Research Section

Canadian Home Economics Journal

Editorial Panel

October 1989 - October 1990

Phyllis J. Johnson, Editor

Foods and Nutrition

Barr, Susan	Malcolmson, Linda
Basu, Tapan	Mongeau, Estelle
Bright-See, Elizabeth	Peters, Joan Allen
Chen, Shirley	Selby, Anne
Hawrysh, Zenia	Seoane, Nicole
Johnston, Elizabeth M.	Srivastava, Uma
Ledoux, Marielle	Sullivan, Ann D.
Lee, Melvin	Vaisey-Genser, Marion
Maclean, Heather	Whiting, Susan J.

Family, Child and Aging

Arcus, Margaret	Keating, Norah
Avery, Arthur W.	Kieren, Dianne
Bond, John	Martin, Carol
Brockman, Lois	Martin, Colette
de Vries, Brian	Rodgers, Roy H.
Harvey, Carol Husa	Schneider, Rita
Henton, June	White, James

Clothing and Textiles/Housing

Auld, John	King, Rosalie
Conrad, Sister Greta	Lambert, Anne M.
Crown, Betty	Lanz, Barbara
Durand, Georgette	Morton, Margaret
Feather, Betty L.	Richards, Elizabeth
Fetterman, Nelma	Slater, Keith
Horvath, Susan	Turnbull, Susan
Kerr, Nancy	Wall, Marjorie

Consumer/Management

Crown, Betty	Marshall, Judith
(Clothing & Textiles)	Pain, Beverly J.
Ellison, M. Bateman	Smith, Betty Stafford
Fast, Janet	Vosburgh, Richard E.

Evaluation/Education/International

Doherty, Maryanne	Murray, Eloise
Lefebvre, Verna	Nelson, Barbara
MacCleave, Ann	Peterat, Linda
McDowell, Marilyn	Vaines, Eleanore
Moss, Gwenna	Young, W. (Family)

Identité professionnelle chez les étudiants et étudiantes en consommation de l'université Laval¹

Marie J. Lachance et Colette Landry Martin

Résumé

Suite à une réflexion sur certaines difficultés d'emploi des diplômés et diplômées en consommation, cette étude, dont l'objectif était d'explorer l'identité professionnelle des étudiants et des étudiantes du baccalauréat en consommation de l'Université Laval, a été menée en mars 1987 auprès de 223 individus. Les hypothèses de recherche mettaient en relation le niveau d'identité professionnelle et le nombre de possibilités professionnelles connues des sujets de même que le degré d'indécision à propos d'orientations professionnelles spécifiques dans ce domaine. Les résultats obtenus ont permis de confirmer les deux hypothèses. L'identité professionnelle s'est avérée positivement et significativement liée aux possibilités professionnelles connues. Aussi, elle est en relation négative et significative avec l'indécision. Le niveau d'identité professionnelle et le nombre de possibilités professionnelles connues obtenus par le groupe étudié et discutés dans le cadre particulier au problème présenté nous sont apparus légèrement bas. Les étudiants et étudiantes ainsi que les responsables de la formation devraient être sensibilisés à cette question d'identité professionnelle et, par des actions concrètes, veiller à favoriser son développement.

Abstract

Following some reflection and observations regarding employment opportunities of graduates, this study, whose purpose was to explore the professional identity status of Consumer studies students at Université Laval, was conducted in March 1987; 223 students participated. It was hypothesized that a relationship existed between professional identity, the number of identified employment prospects and career indecision. Results support the hypothesis and indicate that professional identity is positively related to the number of identified employment prospects whereas it is negatively related to career indecision. Professional identity scores as well as the number of identified employment prospects were considered somewhat low for this type of population. Students as well as University course directors need to be made aware of the professional identity problem in order to plan activities that could foster a positive professional identity development.

Marie J. Lachance est détentrice d'un B.Sc. A. spécialisé en consommation de l'Université Laval Québec (1980) et d'une M.Sc. en études familiales de l'Université de Moncton (1989). Responsable de formation pratique à l'Université Laval, l'enseignement en consommation constitue sa tâche principale.

Colette Landry Martin détient une M.Sc. en études familiales de l'Université de Moncton. Elle est directrice de l'École de nutrition et d'études familiales de l'Université de Moncton.

¹Une version des résultats de cette recherche a été présentée au congrès 1989 des Sociétés savantes, section CARHE/ACREF, à l'Université Laval le 31 mai 1989.

L'existence de problèmes relatifs à l'image et à l'identité du champ professionnel de l'économie familiale a déjà été relevée et discutée par plusieurs auteurs et auteures (Budewig, 1964; Colwill, Pollock et Sztaba, 1986; Hawthorne, 1993; Horn, 1983; Kieren, Vaines et Badir, 1984; McCullers, 1987; Nosow, 1964; Peterat 1983). Leurs propos semblaient justifier la pertinence d'étudier les questions d'identité professionnelle dans le champ d'études de la consommation, domaine qui, par son origine et son corpus de connaissances, est étroitement lié au champ de l'économie familiale.

Selon Gottfredson (1981), la perception, qu'un individu a des possibilités professionnelles qui s'offrent à lui, aurait un impact sur ses attentes quant

à l'obtention d'un emploi ou d'un travail. Cette perception affecterait le comportement et les aspirations professionnelles (Gottfredson et Becker, 1981). Becker et Carper (1956) soutiennent que l'existence, chez l'individu d'un sentiment d'association ou d'attachement à un ensemble spécifique de tâches professionnelles, et le sentiment de sa capacité de s'engager dans ces activités, représentent une constituante importante de son identification au travail ou à la carrière. Breton (1972) croit que les individus qui ne réussissent pas à établir une relation claire entre leur formation et leur future carrière ou occupation devraient avoir de la difficulté à s'orienter dans le monde du travail. Même les écrits populaires sur le développement de la carrière et la recherche d'emploi soutiennent que

l'individu doit avoir une idée claire de ses objectifs à court, moyen et long termes, et que c'est une erreur fatale de rester flou et indécis sous prétexte de conserver plus de chances de trouver un emploi (Bolles 1982). Une perception concrète de la profession devrait pouvoir se traduire chez l'étudiant et l'étudiante par la connaissance des diverses possibilités professionnelles qui y sont associées. Ceci, et le fait de savoir laquelle ou lesquelles de ces possibilités ou encore quels secteurs de la consommation les intéressent pourraient donc être intimement liés au succès des diplômés et diplômées en recherche d'emploi.

Ces tendances devraient pouvoir se traduire par une identité professionnelle bien définie. Ce concept, défini par différents chercheurs et chercheuses (Dalme 1971; Holland, Daiger et Power, 1980), est reconnu comme essentiel au développement vocationnel. Il pourrait constituer à la fois un indice et un outil à l'étude du problème qui a suscité l'étude dont il est question dans le présent article.

Celle-ci a été guidée par deux préoccupations importantes liées au programme de baccalauréat en consommation de l'Université Laval, c'est-à-dire, les données disponibles sur la situation antérieure d'emploi des bacheliers et des bachelères ainsi que le nombre croissant de personnes inscrites à ce programme.

Ainsi, à la lecture de certains rapports, il apparaît que, déjà avant 1982, la situation d'emploi des diplômés et diplômées en consommation n'était pas très reluisante (Arsenault, 1985; Bergeron, 1985; Reynen, Thomassin et Touchette, 1981). Selon certains documents, seulement un tiers des diplômés et diplômées trouvaient un emploi relié à leur formation et pour lequel ils étaient souvent surqualifiés (Reynen et al., 1981). L'accès à un premier emploi était relativement long, plus de quatre mois pour un sujet sur deux, de plus la durée de cet emploi était courte et le salaire relativement bas (Arsenault 1985; Bergeron, 1985). De plus, avec présentement environ 300 étudiants et étudiantes inscrits au baccalauréat en consommation, il semblait utile de se tourner vers les principaux individus concernés pour tenter de trouver d'autres éléments susceptibles d'éclairer la situation, et d'orienter plus efficacement le développement de moyens visant à l'améliorer.

Objectifs

La recherche entreprise se propose de vérifier l'existence d'une relation entre l'identité professionnelle et les variables, indécision professionnelle et possibilités professionnelles connues des étudiants et des étudiantes du baccalauréat en consommation afin d'évaluer principalement si l'identité professionnelle peut constituer une variable utile dans l'approche du problème d'emploi décrit plus haut.

Tenant compte des différentes facettes du problème, trois questions importantes découlent de cet objectif:

- Quel est le niveau d'identité professionnelle des étudiants et étudiantes en consommation?
- Quel nombre de possibilités professionnelles pertinentes à leur formation connaissent-ils?
- Quel est leur degré d'indécision quant aux secteurs professionnels de la consommation qui les intéressent?

Egalement, des questions exploratoires reliées à l'identité professionnelle et à l'implication professionnelle, à l'optimisme face à l'emploi, au rendement académique, au niveau d'études, à la perception de l'importance du diplôme et au sexe ont été étudiées. Sont présentés dans cet exposé, les résultats relatifs à l'objectif principal et aux trois questions qui en découlent.

Recension des écrits

Identité professionnelle

Selon Dalme (1971), le concept d'identité professionnelle est cette partie du soi qui s'identifie à la profession. Elle est atteinte à travers le processus de socialisation impliquant l'acquisition de connaissances théoriques, d'habiletés, d'attitudes et de comportement appropriés à la profession et aux rôles qui y sont associés. Ouellette (1984) définit l'identité professionnelle comme cette partie du soi que l'on investit dans la profession ou qui est étroitement liée à elle.

Il semble qu'une fois le choix professionnel déterminé, l'individu commence à s'identifier avec le groupe professionnel auquel il aspire appartenir. Lorsqu'il fait son entrée dans un programme de formation, il est exposé à différents stimuli qui développent son sens de l'identité professionnelle (Dalme, 1971). Selon Havighurst (1964), l'acquisition d'une identité profession-

nelle par l'individu survient entre l'âge de 15 et 25 ans. C'est à ce stade particulier que s'effectuent généralement le choix et la préparation professionnels. C'est aussi le moment de l'expérimentation du travail en tant que base du choix d'une profession.

Dans le cadre de son étude, Dalme (1971) décrit l'identité professionnelle comme un état d'unité ou de similitude avec le groupe professionnel et ses valeurs, ses normes et ses comportements. Elle se manifeste par des attitudes qui reflètent l'intention de travailler dans cette profession, de l'appuyer, et généralement par des images favorables de celle-ci.

Identité professionnelle et possibilités professionnelles connues

Gottfredson et Baker (1981) avancent que les gens diffèrent dans leurs perceptions des possibilités professionnelles et que ces perceptions affectent le comportement et les aspirations professionnelles. Selon la théorie de Gottfredson (1981), la perception de l'accessibilité à des emplois dépend davantage du jugement que la personne porte sur des facteurs tels que la disponibilité de l'emploi ou le manque de connaissance, des manières d'obtenir ou d'arriver à tel emploi ou à tel travail.

Par ailleurs, Becker et Carper (1956) soutiennent que l'identité professionnelle devrait spécifier les types d'organisations et d'occupations possibles et pertinentes à la carrière pour laquelle un individu se prépare. A ce sujet, Breton (1972) suggère que si l'individu n'a pas établi de relation claire entre le monde du travail et la formation académique, il peut avoir de la difficulté à s'orienter dans le monde du travail. Par ailleurs, les propos de Becker et Carper (1956) suggèrent l'existence d'une relation entre le niveau d'identité professionnelle et le nombre de possibilités professionnelles connues.

Identité professionnelle et indécision professionnelle

Certains auteurs et auteures avancent clairement que l'identité professionnelle devrait se traduire chez l'individu par une image claire de ses buts et de ses intérêts (Holland, Daiger et Power, 1980; Holland, Gottfredson et Power, 1980) et par l'établissement de compétences et de comportements propices au travail (Ouellette, 1984). Certaines études mettent en évidence une relation significative entre l'identité professionnelle et l'indécision face à des

buts professionnels, tant au niveau secondaire qu'universitaire (Holland et Holland, 1977; Iaffaldano, Graef, Wells, Hyland et Muchinsky, 1985; Ouellette, 1984; Slaney et Dickson, 1985).

Breton (1972) avance l'idée selon laquelle l'indécision quant au choix professionnel est plus fréquente chez les individus pour qui le travail n'a pas de portée précise pour l'avenir. Etant donné les difficultés qu'ont certains économistes familiaux à intégrer la théorie à la pratique professionnelle (Budewig, 1964; Kieren et al, 1984; Horn, 1981) ainsi que le vaste corpus de connaissances sur lequel repose le champ d'études (Nosow, 1964), il semble possible de croire que les étudiants et étudiantes puissent avoir des difficultés à faire un choix à l'intérieur du domaine général de la consommation ou de l'économie familiale. Tout comme l'indécision dans le contexte plus large du choix d'un champ d'études ou d'une carrière, cela pourrait être relié à l'identité professionnelle.

Méthodologie

Population étudiée et collecte des données

La population étudiée était composée de l'ensemble des étudiants et des étudiantes réguliers inscrits au baccalauréat spécialisé en consommation de l'Université Laval au trimestre d'hiver 1987 et qui suivaient un ou des cours rattachés à ce programme.

En avril 1987, les questionnaires accompagnés d'une lettre de demande de participation ont été remis avec les formulaires de pré-choix de cours à tous les étudiants et étudiantes qui se sont préinscrits au baccalauréat en consommation pour le trimestre d'automne 1987. N'ayant pas à faire cette démarche, les finissants et finissantes ont été contactés personnellement, par téléphone ou par le courrier interne étudiant. Une fois rempli, les participants et les participantes ont remis le questionnaire à la Direction des programmes d'études en consommation au moment de faire approuver leur pré-choix de cours. On a répondu à raison de 225 questionnaires sur 235: deux d'entre eux ont dû être annulés parce qu'incomplets.

²L'autorisation de Consulting Psychologist Press Inc. d'utiliser la version française de l'Echelle d'identité professionnelle avait été obtenue au préalable. L'auteur de l'adaptation française a également donné son accord.

Instrument de mesure

L'instrument de mesure est un questionnaire composé de 31 questions ouvertes et fermées. Il comprend trois parties: une échelle d'identité professionnelle, des questions relatives aux possibilités professionnelles connues et à l'indécision professionnelle ainsi que des questions ayant trait aux caractéristiques socio-démographiques des sujets.

L'échelle d'identité professionnelle² développée par Holland, Daiger et Power (1980) et tirée du questionnaire "My Vocational Situation" constitue la première partie. Il est constitué de 18 items vrai/faux de type énoncé dont quelques exemples sont présentés au tableau 1. Le score représente le nombre total de réponses "Faux". Outre sa validité, elle est appréciée pour sa facilité d'administration et de comptabilisation. C'est la version française de ce questionnaire adaptée par Ouellette (1984) qui a été utilisée.

La deuxième partie du questionnaire portait sur les possibilités et l'indécision professionnelles. À l'aide d'une question ouverte, les possibilités professionnelles connues par le répondant ou la répondante ont été déterminées par le nombre de types et de domaines d'emploi ou d'occupations différents qu'il ou qu'elle croit accessibles aux bacheliers et bachelères en consommation et qu'il ou qu'elle peut énumérer. L'indécision professionnelle a été évaluée par une réponse manifestant un degré d'incertitude quant à des orientations professionnelles en consommation qui intéressent le répondant ou la répondante. Les choix de réponses étant: "Je suis certain(e) de ce qui m'intéresse", "Incertain(e)" ou "Je ne sais pas du tout".

La troisième partie de l'instrument de mesure visait à recueillir des renseignements généraux concernant les sujets interrogés.

Résultats et discussion

Profil des répondants et des répondantes

Le taux de réponse obtenu, 223 répondants sur un total de 235, (94,8%) est d'autant plus intéressant qu'il s'applique à l'ensemble de la population visée. Le groupe étudié est constitué d'une majorité de femmes (80,7%) et la plupart des individus interrogés (90,6%) étudient à temps complet, c'est-à-dire qu'ils sont inscrits à 12 crédits ou plus. De ceux-là, 40,8% étaient en première année, 37,2% en

deuxième année et 21,9% en troisième année.

Identité professionnelle

Le score maximum possible sur l'Echelle d'identité professionnelle est de 18; des scores élevés représentant une identité bien définie (Holland, Daiger et Power, 1980). Les résultats indiquent que les scores obtenus par les sujets oscillent entre 2 et 18. La moyenne est de 10,52 (E.T. = 3,75). Les étudiants et étudiantes de 3^e année ont une identité professionnelle plus définie que leurs collègues des deux autres niveaux d'études, avec un score moyen de 11,51 (E.T. = 3,65). Ceux de 1^e et de 2^e année ont obtenu respectivement des moyennes de 9,76 (E.T. = 3,92) et 19,92 (E.T. = 3,40). Ceux du dernier trimestre obtiennent le score moyen le plus élevé avec 12,35 (E.T. = 3,28).

Holland, Daiger et Power (1980) rapportent, avec le même instrument, mais dans sa version originale anglaise, des moyennes d'identité professionnelle équivalant à 10,69 sur 18 (garçons: 11,25; filles: 10,13) dans le cas de sujets de niveaux collégial et universitaire. Ce résultat semble à première vue comparable aux données recueillies dans la présente étude (10,52; E.T. = 3,75). Cependant, selon la remarque même de ces auteurs, puisque l'identité professionnelle augmente clairement avec l'âge, la formation et le degré de spécialisation, il semble approprié de s'appuyer sur des données locales.

Dans ce but, il est d'abord utile de tenir compte de l'âge des sujets. Pour fins de comparaison, il conviendrait de retrancher du groupe de sujets universitaires américains les individus de première année ("freshmen") puisque ceux-ci correspondent au niveau collégial québécois (CEGEP). Ceci implique que la moyenne d'âge de la population universitaire étudiée ici devrait être légèrement plus élevée que celle des données disponibles. Des données d'autres universités canadiennes ne pourraient être comparables pour les mêmes raisons de différence d'âge des sujets aux différents niveaux universitaires.

De plus, le niveau de formation de l'ensemble du groupe devrait être plus avancé puisque le choix du programme universitaire a été fait avant la première année, ce qui n'est pas nécessairement le cas pour l'étudiant ou l'étudiante américain. Pour ces raisons et suivant les remarques déjà

Tableau 1. Exemples d'énoncés tirés de l'Echelle d'identité professionnelle^a

En pensant à une occupation ou à une carrière future:	V	F
J'ai besoin d'être rassuré(e) que j'ai fait le bon choix		
Je m'inquiète de la possibilité que mes intérêts actuels changent au cours des années	Y	F
Je suis incertain(e) quant aux occupations que je pourrais exercer comme il faut	Y	F

^aEchelle tirée de: MA SITUATION PROFESSIONNELLE, traduite par Ouellette © 1984 et publiée en anglais sous le titre: VOCATIONAL SITUATION par Holland, Daiger et Power © 1980. Utilisée avec la permission de Consulting Psychologists Press, Inc.

citées, on devrait donc s'attendre à ce que la moyenne d'identité professionnelle de la population étudiée soit normalement un peu plus élevée que celle des données normatives américaines, ce qui n'est pas le cas.

Savickas (1985) a mesuré, avec l'échelle de Holland, Daiger et Power (1980), le degré d'identité professionnelle d'un groupe de 143 sujets de première ("freshmen") et de deuxième années universitaires ayant la médecine comme aspiration de carrière. L'auteur a obtenu une moyenne de 13,62 sur 18,00 (E.T. = 3,05), ce qui est relativement plus élevé que celle obtenue dans la présente étude. Même si les sujets en consommation ont, eux aussi, la même aspiration de carrière, on peut supposer que les programmes d'études en médecine, qui datent depuis plus longtemps, sont mieux connus et davantage identifiables à ses différents rôles, regroupent en leurs rangs des étudiants et des étudiantes avec une identité professionnelle mieux définie. Ceci pourrait expliquer, en partie, que les individus en consommation n'atteignent pas une moyenne équivalente.

Possibilités professionnelles connues

Le nombre de possibilités professionnelles connues par les répondants et répondantes varie de 0 à 10, avec une moyenne de 4,67 (E.T. = 2,48). Soulignons qu'un score maximum de 10 signifie dix possibilités professionnelles connues ou plus. Le tableau 2 présente, en ordre d'importance, les différents types ou domaines d'emploi mentionnés par les sujets. On remarque que le domaine de l'éducation, au premier rang, a presque deux fois plus de mentions que le type d'emploi qui arrive au deuxième rang.

Les résultats présentés au tableau 3 indiquent que la plus forte proportion de sujets (35,9%) mentionnent trois ou quatre possibilités. On peut noter que cette proportion diminue à mesure que

le nombre de possibilités mentionnées s'élève.

On aurait pu s'attendre à une moyenne plus élevée, étant donné la nature multidisciplinaire du programme de baccalauréat en consommation. D'ailleurs comme l'indique le tableau 1, les types ou domaines d'emploi mentionnés ont pu être classifiés en 20 catégories différentes, ce qui témoigne des nombreuses possibilités perçues suite à l'obtention du diplôme d'études en consommation.

Lorsqu'on compare l'identité professionnelle avec les possibilités professionnelles connues, tel que présenté à la figure 1, on observe que, quoique peu marquée et relativement irrégulière, il semble exister une tendance générale à ce que le score moyen d'identité professionnelle soit plus élevé lorsque l'étudiant ou l'étudiante est capable de

mentionner un plus grand nombre de possibilités professionnelles qu'il ou qu'elle perçoit comme étant accessibles aux diplômés et diplômées en consommation.

Indécision professionnelle

En ce qui concerne le fait d'être décidé ou non par rapport à des orientations professionnelles en consommation, les résultats présentés au tableau 2 indiquent que la moitié (50,2%) du groupe se dit plus certain de ses intérêts alors qu'une minorité (8,5%) ne peut mentionner aucun intérêt précis. Lorsqu'on examine les résultats concernant l'indécision et l'identité professionnelle, on observe que le score moyen d'identité professionnelle du groupe qui se dit certain de ses intérêts (12,41; E.T. = 3,41) se détache nettement de celui obtenu par les sujets qui sont incertains ou qui ne les connaissent pas du tout. On observe que ceux qui disent avoir quelques idées sur le sujet tout en étant incertains obtiennent un score moyen d'identité professionnelle qui se situe près de celui des sujets qui n'ont aucune idée.

Par ailleurs, la figure 2 illustre que, parmi les sujets qui ont obtenu un score d'identité professionnelle élevé (13-18), 84,93% se disent certains des emplois en consommation qui les intéressent. Aussi près de 80% de ceux

Tableau 2. Possibilités professionnelles connues (n = 223)

Rang	Type ou domaine d'emploi	n	%
1	Enseignement, éducation, formation	170	17,0
2	Recherchiste	95	9,5
3	Conseiller ou conseillère ^a	81	8,1
4	Consultation budgétaire	79	7,9
5	Service à la clientèle	71	7,1
6	Communications	66	6,6
7	Conseiller ou conseillère (OPC ou CCC)	57	5,7
8	Associations de consommateurs	45	4,5
9	Agent ou agente de liaison	38	3,8
10	Services financiers ou bancaires	37	3,7
11	Marketing, publicité, commercialisation	33	3,3
12	Gérance, direction, gestion	32	3,2
13	Consultant ou consultante privé	31	3,1
14	Acheteur ou acheteuse	31	3,1
15	Représentant ou représentante	29	2,9
16	Assurances	25	2,5
17	Alimentation (à son compte ou gérance)	21	2,1
18	Autres ^b	15	1,5
19	Entrepreneurship	12	1,2
20	Inspection (alim., habitation, textile)	11	1,1
21	Textile, mode	7	0,7
Total des mentions		986	

^aMinistères et régies gouvernementaux autres que l'Office de la protection du consommateur (OPC) ou Consommation et corporations Canada (CCC).

^bTypes ou domaines d'emploi qui auraient pu être jugés non pertinents tels que diététiste, gérant ou gérante de banque.

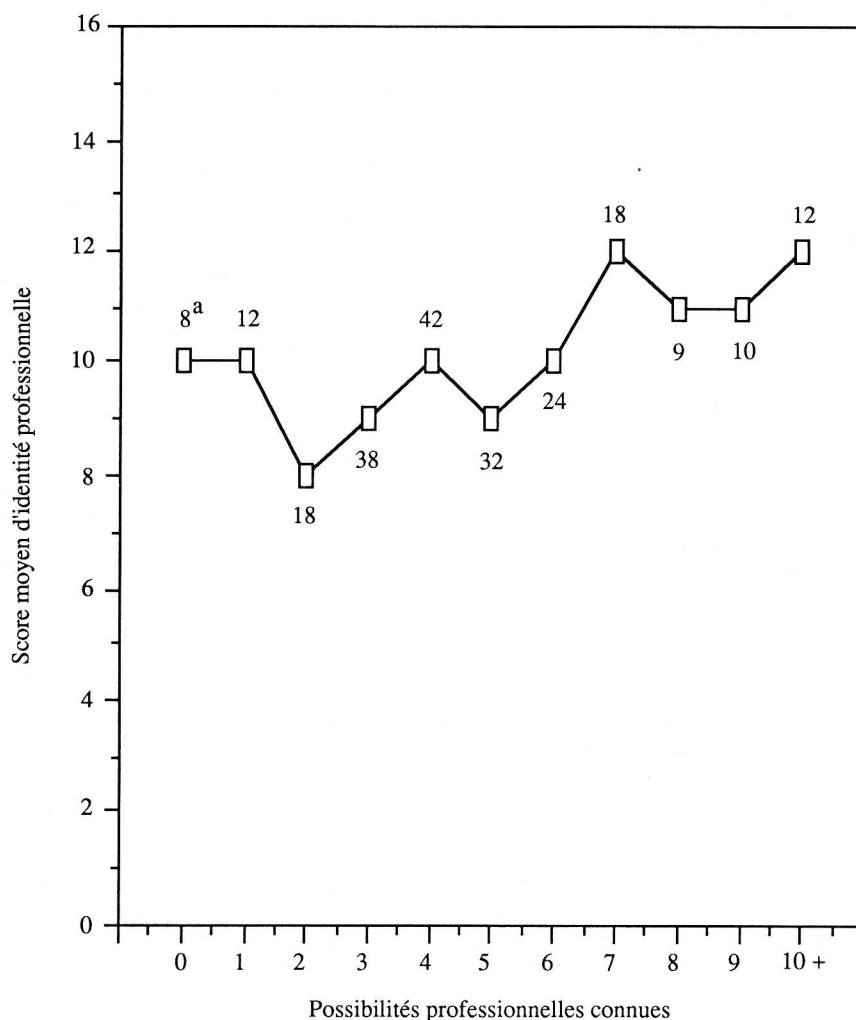


Figure 1. Scores moyens d'identité professionnelle pour l'ensemble des sujets ($n = 223$) par rapport au nombre de possibilités professionnelles connues.

^aDonnées brutes

qui ont obtenu un score bas (0-6) sont incertains tout en ayant quelques idées ou ne les connaissent pas du tout.

Vérification des hypothèses

Les méthodes utilisées pour vérifier l'état des relations entre les variables étudiées sont présentées ci-après. Il convient de préciser qu'aux fins du calcul du coefficient de contingence et du Chi-carré, les scores d'identité professionnelle ont été regroupés en trois niveaux: bas (0-6), moyen (7-12) et élevé (13-18).

Identité professionnelle et possibilités professionnelles connues

L'objet de la première hypothèse était de vérifier l'existence d'une relation entre l'identité professionnelle et les possibilités professionnelles

connues des étudiants et des étudiantes en consommation. Elle a été vérifiée par le test de corrélation de Pearson accompagné du niveau de probabilité. Les résultats obtenus ($r = 0,19$ au niveau de probabilité de $p = 0,004$) indiquent, tel que prédit, qu'il existe une relation positive et significative entre les possibilités professionnelles connues des étudiants et des étudiantes en consommation et leur identité professionnelle, mais que celle-ci est relativement faible. On peut toutefois conclure qu'il est difficile de rejeter complètement cette première hypothèse.

Ce résultat peut en partie s'expliquer par le nombre relativement élevé de sujets interrogés ($n = 223$). La faible corrélation obtenue ne devrait cependant pas conduire au rejet de cette

variable comme indice du niveau d'identité professionnelle. En effet, l'examen des résultats descriptifs obtenus par la mise en relation de ces deux variables suggère l'existence d'un plateau en terme d'identité professionnelle, lorsqu'on atteint sept ou huit types ou domaines d'emploi mentionnés. Ces résultats semblent difficilement explicables à l'aide des seules données recueillies dans la présente étude.

On peut cependant supposer qu'au moins une autre facette de la perception des possibilités professionnelles connues interfère dans ce rapport avec l'identité professionnelle, et que le nombre de possibilités professionnelles connues, tel que mesuré dans cette étude, ne peut expliquer à lui seul le niveau d'identité professionnelle. Certaines considérations concernant la pertinence des types et domaines d'emploi pourrait peut-être contribuer à renforcer cette corrélation. Ainsi, dans leurs propos, Becker et Carper (1954) font parfois de brèves allusions à cette pertinence des possibilités professionnelles. Ils mentionnent qu'un individu avec une identité professionnelle définie devrait pouvoir identifier les emplois ou les endroits où, en regard de sa formation et de ses talents, il croit possible, désirable et "approprié" de travailler. Les résultats de la présente étude laissent croire que la pertinence des possibilités professionnelles mérite peut-être plus d'attention.

Identité professionnelle et indécision professionnelle

La deuxième hypothèse qui prédisait l'existence d'une relation négative entre le niveau d'identité professionnelle des sujets et leur degré d'indécision a été vérifiée. Dans ce cas, c'est le coefficient de contingence qui a été calculé. Les résultats obtenus ($C = 0,46$, $p = 0,000$ et C ajusté $= 0,56$) indiquent une corrélation modérée et significative entre ces deux variables. Le coefficient de contingence ayant toujours une valeur positive, ce sont les résultats descriptifs déjà présentés qui indiquent que cette relation est négative (tableau 2). En effet, on observe que le score moyen d'identité professionnelle est plus élevé pour les sujets qui sont certains, c'est-à-dire qui manifestent un degré d'indécision professionnelle plus faible (12,41; E.T. = 3,41) que pour ceux qui sont plus indécis (8,77; E.T. = 2,98 et 7,79; E.T. = 3,36). Ces données confirment

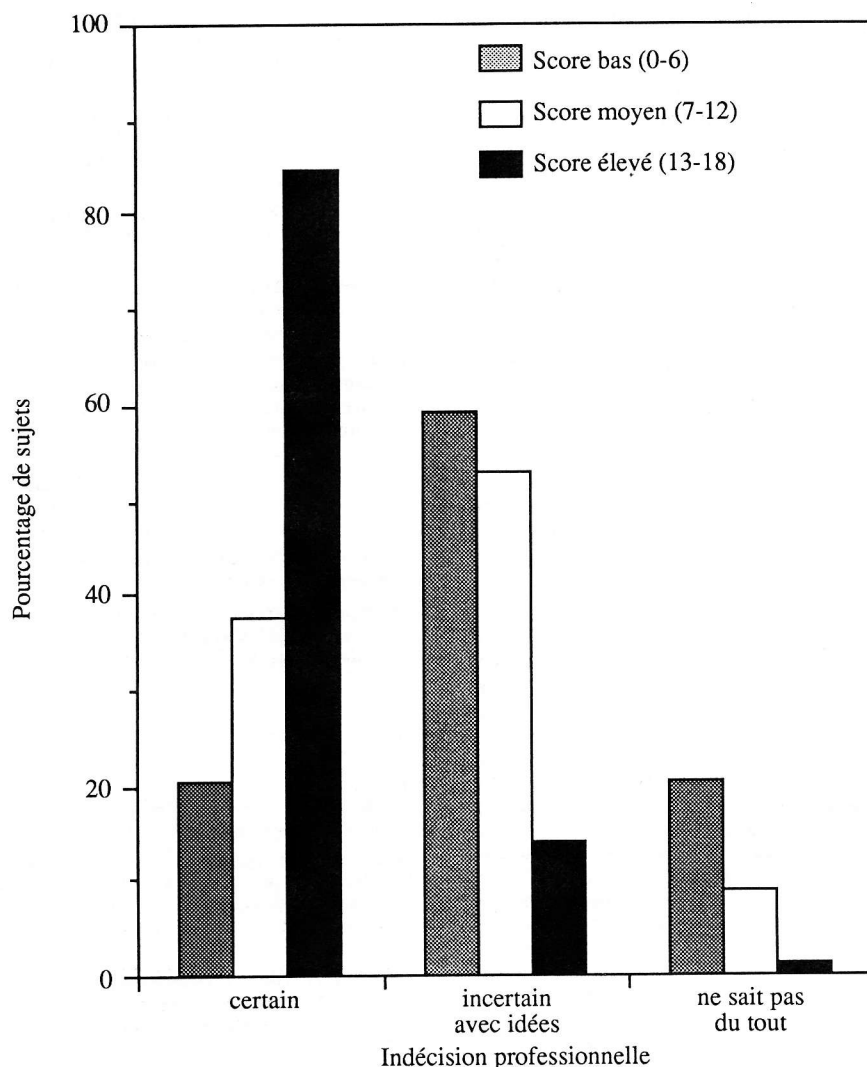


Figure 2. Regroupement en pourcentage des scores d'identité professionnelle par rapport au degré d'indécision professionnelle.

l'acceptation de la deuxième hypothèse de recherche.

Les étudiants et étudiantes qui sont incertains de leurs intérêts en consommation ont obtenu des scores d'identité professionnelle significativement plus faibles que leurs collègues qui se sont déclarés plus certains. Ces résultats corroborent ceux de différentes recherches dont celles de Holland et Holland (1977), de Ouellette (1984) et Iaffaldano Graef et al, (1985) qui ont constaté que les sujets indécis à propos de buts professionnels témoignent d'une identité professionnelle moins définie.

Cette corrélation significative ($C = 0,46$; C ajusté: $0,56$, $= 0,000$) permet de croire que, au moins dans le cas du groupe étudié, la relation entre l'indé-

cision en regard d'orientations professionnelles en consommation et l'identité professionnelle s'observe d'une

Tableau 3. Moyennes et écart-types à l'Echelle d'identité professionnelle pour les variables possibilités professionnelles connues et indécision professionnelle.

	<i>n</i>	%	<i>M</i>	<i>E.T.</i>
Population étudiée	223	100	10,52	3,75
Possibilités professionnelles connues ^a	38	17,0	9,50	3,70
0-2				
3-4	80	35,9	10,38	3,99
5-6	56	25,1	10,05	3,23
7-8	27	12,1	12,26	3,77
9-10 et plus	22	9,9	11,82	3,43
Indécision professionnelle	112	50,2	12,41	3,41
certain				
incertain avec quelques idées	92	41,3	8,77	2,98
ne sait pas du tout	19	8,5	7,79	3,36

^aMoyenne pour le groupe entier: 4,67 possibilités.

manière similaire à celle entre l'identité professionnelle et l'indécision face au choix d'une carrière ou d'un programme d'études. Même après avoir choisi son champ d'études et de carrière, le fait de ne pas être décidé quant à des intérêts particuliers semble donc nuire au développement de l'identité professionnelle des étudiants et des étudiantes en consommation.

Il est possible de croire que le cas du baccalauréat en consommation basé sur des études multidisciplinaires et donnant accès à plusieurs possibilités professionnelles dans différents secteurs puisse rendre la décision des étudiants et des étudiantes plus difficile ou plus longue.

Cela pourrait freiner l'acquisition d'une identité professionnelle claire. Ils pourraient donc être plus susceptibles de rencontrer des difficultés dans ce sens. Breton (1972) a également suggéré que le fait de se sentir insuffisamment renseigné puisse nuire à la décision de l'étudiant ou de l'étudiante.

Conclusion et recommandations

Le but général de la recherche était d'explorer l'identité professionnelle des étudiants et des étudiantes en consommation de l'Université Laval. Pour ce faire, un questionnaire comprenant une Echelle d'identité professionnelle, des questions relatives aux possibilités professionnelles connues, à l'indécision professionnelle et aux caractéristiques socio-démographiques a été administré à 235 sujets. Un taux de réponse de 94,8% a été obtenu.

Les analyses menées ont permis de vérifier l'existence d'une relation positive entre le niveau d'identité professionnelle et le nombre de possibilités professionnelles connues et d'une

relation négative entre le niveau d'identité professionnelle et l'indécision professionnelle quant à des orientations particulières en consommation.

Au plan méthodologique, l'utilisation d'un groupe témoin, formé par exemple, de sujets inscrits en nutrition humaine, pourrait contribuer à faciliter l'évaluation des niveaux d'identité professionnelle et l'élaboration de données normatives locales. De plus, une mesure de l'identité professionnelle et des variables qui y sont reliées, effectuée avant et après la participation des sujets à une ou des activités visant à les familiariser avec le milieu professionnel (stages obligatoires, séminaires, entrevues, conférences ou autres), pourrait s'avérer utile. Une telle recherche pourrait fournir des indices supplémentaires quant aux moyens les plus efficaces de créer des conditions propices au plein développement de l'identité professionnelle des sujets aux études. A cause de sa facilité d'administration, l'Echelle d'identité professionnelle de Holland, Daiger et Power (1980) adaptée en français par Ouellette (1984) pourrait être utilisée de nouveau. Au plan pratique, les résultats semblent confirmer l'utilité du concept d'identité professionnelle dans l'analyse du problème décrit. D'abord, il permet d'avoir une idée plus précise du stade de développement de l'étudiant ou de l'étudiante en consommation face à la carrière. En se révélant lié aux variables possibilités professionnelles perçues et indécision, il contribue de plus à cerner des éléments utiles à la compréhension de la situation étudiée et à la détermination de moyens concrets susceptibles de l'améliorer.

Les résultats incitent également à recommander aux étudiants et étudiantes en consommation eux-mêmes ainsi qu'aux responsables de la formation, de favoriser les occasions de contacts avec le milieu professionnel, que ce soit par le biais de stages ou d'autres activités. Le fait de connaître

les gens du milieu, diplômés ou non en consommation et leurs tâches professionnelles, en plus d'avoir davantage accès à l'information concernant les possibilités professionnelles, devrait aider les sujets à mieux connaître l'éventail de ces possibilités, à faciliter le choix d'orientations particulières en consommation et favoriser ainsi le développement d'une identité professionnelle mieux définie. Ceci pourrait, peut-être même, leur faciliter l'accès au marché du travail.

D'autres moyens tels que l'organisation de séminaires sur la carrière en consommation ou en économie familiale devraient pouvoir aider les futurs professionnels et professionnelles à clarifier leur choix. Ils devraient être davantage encouragés à participer aux événements relatifs à la carrière.

References

- Arsenault, J. (1985). *La situation professionnelle des diplômés du programme de consommation (1979-1983)*. (Rapport inédit). Québec, Université Laval.
- Becker, H.S. et Carper, J. (1956). The element of identification with an occupation. *American Sociological Review* 21, 341-343.
- Bergeron, P. (1985). *Situation de l'emploi des diplômés de 1er cycle de la Faculté des sciences de l'agriculture et de l'alimentation (1979-1983)*. (Rapport inédit). Québec, QC: Université Laval.
- Bolles, R. (1982). *Chercheurs d'emploi, n'oubliez pas votre parachute*. Québec, Guy Saint-Jean, 1983.
- Breton, R. (1972). *Le rôle de l'école et de la société dans le choix d'une carrière chez la jeunesse canadienne*. Ottawa, ON: Main d'oeuvre et Immigration Canada.
- Budewig, C. (1964). Home economics in historical perspectives. In American Home Economics Association (Ed.) *The field of home economics: What is it?* (pp. 5-17). Washington, DC: AHEA.
- Colwill, N.L., Pollock, M. et Sztaba, T.I. (1986). Power in home economics. *Revue canadienne d'économie familiale*, 36 (2), 59-61.
- Dalme, F.C. (1971). *A study of the relation of nursing student's perception of selected environmental influence and the student's development of professional identity*. Thèse de doctorat inédite, University of Colorado.
- Gottfredson, L.S. (1981). Circumscription and compromise: A development theory of occupational aspirations. *Journal of Counseling Psychology Monograph*, 28, 545-579.
- Gottfredson, L.S. et Becker, H.J. (1981). A challenge to vocational psychology: How important are aspirations in determining male career development? *Journal of Vocational Behavior*, 18, 121-137.
- Havigurst, R.J. (1964). Youth in exploration and man emergent. In H. Borrow (Ed.), *Man in a World at Work* (pp. 215-236). Boston, MA: Houghton Mifflin.
- Hawthorne, B.E. (1983). Echoes of the past — Voices of the future. *Journal of Home Economics* 75 (4), 36-45.
- Holland, J.L., Daiger, D.C., et Power, P.C. (1980). *My Vocational Situation*. Palo Alto, CA: Consulting Psychologists Press.
- Holland, J.L., Gottfredson, D.C. et Power, P.G. (1980). Some diagnostic scales for research indecision making and personality: Identity, information and barriers. *Journal of Personality and Social Psychology*, 39, 1191-1200.
- Holland, J.L. et Holland, J.E. (1977). Vocational indecision: More evidence and speculation. *Journal of Counseling Psychology*, 24, 404-414.
- Horn, M.J. (1981). Home economics: A recitation of definition. *Journal of Home Economics* 73 (1), 19-23.
- Iaffaldano Graff, G.M., Wells, D.L., Hyland, A.M., et Muchinsky, P.M. (1985). Life history antecedents of vocational indecision. *Journal of Vocational Behavior*, 27, 276-297.
- Kieren, D., Vaines, E., et Badir, D. (1984). *The home economist as a helping professional*. Winnipeg, MB: Frye.
- McCullers, J.C. (1987). The importance of scholarship to the future of home economics. *Journal of Home Economics*, 79, (3), 19-22, 72.
- Nosow, S. (1964). The nature of a profession: Home economics, a particular case. In American Home Economics Association (Ed.), *The field of home economics: What is it?* (p. 33-52). Washington, DC: AHEA.
- Ouellette, J.G. (1984). *Etude des relations entre l'identité personnelle, l'identité professionnelle et l'attitude professionnelle*. Thèse de doctorat inédite, Université Laval.
- Peterat, L. (1983). Education, women and home economics. *Canadian Home Economics Journal*, 33 (2), 67-70.
- Reynen, T., Thomassin, L. et Touchette, E. (1981). *Etude de la situation des diplômés en consommation sur le marché du travail*. Rapport inédit, Québec, QC: Université Laval.
- Savickas, M.L. (1985). Identity in vocational development. *Journal of Vocational Behavior*, 27, 329-337.
- Slaney, R.B. et Dickson, R.D. (1985). Relation of career indecision to career exploration with reentry women: a treatment and follow-up study. *Journal of Counseling Psychology* 32, 355-362.

If you are interested in reviewing a book, please contact the Book Review Editor, stating your area of interest. A complimentary book which may be kept will be sent to you for review.

Book Review Editor

Linda West
410 Stafford Dr. North
Lethbridge, Alberta
T1H 2A9

When Parents Love Too Much: What Happens When Parents Won't Let Go by Laurie Ashner and Mich Meyerson. (1990). New York; William Morrow, 312 pages; \$18.95.

Written by a writer and a psychologist, the focus of this book is on over-involved relationships between adult offspring and their parents. Using a psychoanalytic approach, Ashner and Meyerson present a rich set of case studies in each chapter, followed by a short advice section for the reader to correct errors in cross-generational communication, should the cases apply personally. It is readable, and the cases are explained well.

The authors generally make references to psychoanalytic concepts without identifying the body of literature from which they have come. The book reference list is only one page in length; absent are refereed articles from journals or conferences.

The purpose of this book is unclear. It could be written to teach therapists how to help clients from enmeshed families, but Ashner and Meyerson never give suggestions to therapists. It could provide specific details on how to change one's relationship with one's parents or children, but this reader found the brief suggestions at the end of each chapter vague and lacking in sufficient detail to be used as a self-help guide. One suspects the purpose of the book is to stimulate interest of

the layperson in buying a newsletter published by the authors, which is advertised on the last page.

It is important to know how common this communication pattern is. The reader is not given statistics on the incidence of it.

Information presented here would have made an interesting journal article. Instead, providing many examples of the same concept made reading tedious. I would not recommend purchase.

Reviewed by:

Carol D. H. Harvey, PhD
Associate Professor
Department of Family Studies
University of Manitoba

"Are they selling her lips, advertising and identity" by Carol Moog. (1990). New York; William Morrow & Co., 223 pages; \$18.95.

This is not just another book on the hidden meanings and subliminal messages in advertisements. The author is a practising psychologist and uses her patients as examples in parallels she draws between them and the generalized target audience of some advertisers.

The first campaign is from the 1950s. It's by Maidenform (I dreamed I... in my Maidenform bra). This is discouraging for a start but keep reading. It is not a history of advertising. She quickly moves from the success to the failure in the 60s when the consumer modernized, but the campaign failed to change. In a period when bra *burning* signified a new era, Maidenform was still dreaming. They had to change ad agencies to get out of their rut and back on target. Sometimes if it ain't broke, you should fix it anyway. Today Maidenform ads feature spokesmen Omar Sharif, Michael York, and Corben Bernsen. The psychological explanation is amusing. The campaign is working too.

The reader might wear a smile throughout the collection of explanations of certain campaigns which are mostly from the late 1980s. You will recognize most of the examples, although exhibits are used to jog any memory lapses.

Rather than focus on subliminal interpretation or see things that are not there, Moog explains the psychological benefits of the ad campaign. Not all ads appeal to all persons. However, some of the disasters she cites leave you wondering to whom they did appeal. For example, why was the ill-fated Herb introduced by Burger King?

Students of consumer studies will find the analysis technique interesting. Students of motivational behavior will enjoy the parallels made between intended users and Moog's patients. It probably *was* intended for advertising executives but she explains they can read through all sorts of reports and recommendations and still do what *they* want, even though they are not the intended user of the product. Ad executives would do well to read this book.

Reviewed by:

Elaine Battrum BHEC, MBA in marketing
Senior Product Manager, Noma Inc.
Scarborough.

Understanding Nutrition (5th ed.) by Eleanor Noss Whitney, Eva Mae Hamilton, and Sharon Rady Rolfes. (1990). St. Paul, MN; West Publishing, 603 pages.

This revision is a suitable introductory text for university students and includes several changes: a reorganization and condensation of chapters on lifestyle nutrition to two; different changes in chapter headings; the deletion of several sections; the conversion of chapter sections to highlight topics and/or appendices. Three new chapters are introduced: one on exercise, nutrients, and body adaptations; one on nutrition and

disease prevention which focuses on atherosclerosis, hypertension, and cancer; and one on domestic and world hunger, an expansion of a previous highlight.

An important addition is the introduction of new highlights that feature current issues of interest related to the content of the associated chapters. Several previous highlights are repeated with minor changes. The illustrations, pictures, and tables are improved by changes in size, format, and presentation.

Some Canadian content is present. The latest Canadian nutrition releases have not been included, e.g. the RNI tables are the 1983 version (App. I). Several shortcomings exist. The addresses of the Canadian Dietetic Association and the Canadian Diabetes Association (App. F-4) are inaccurate. A misleading point is the reference to Canada's Food Guide (Table 2-1, p. 27) which is confused with the Good Health Eating Guide of the Canadian Diabetes Association. The text implies that the serving sizes are identical.

As a positive point, the publishing company will include the 1990 RNI's as an insert in each copy of the text sold. The instructor who adopts the text for class use will receive 1) 89 acetate overheads, 2) the New Diet Analysis 90 Software Program for IBM or Apple computers, 3) a software program Esatest for random generation of essay and multiple choice questions, and 4) an instructor's manual with Test Bank, if requested.

In summary, the text is a reliable and useful nutrition resource for introductory nutrition class use or as a basic nutrition reference text.

Reviewed by:

Ann D. Sullivan
Chair, Department of Nutrition and Consumer Studies
St. Francis Xavier University
Antigonish, Nova Scotia B2G 1C0.

The Color Compendium by Augustine Hope and Margaret Walch. (1990). New York; Van Nostrand Reinhold, marketed by Fairchild Books, 384 pages; Hardcover \$49.95.

The title chosen for this book is most apt. In the space of 384 pages, Hope and Walch have delivered brief but enticing summaries on an extensive range of color subjects. As such their

work stands as a wonderful reference source for anyone who wishes to understand any aspect of color.

The Color Compendium's strength rests not only in the authoritative extensive coverage of color topics, but also in its organization of that material and in its interdisciplinary focus. Hope and Walch include twenty-four short essays written by current color practitioners which spotlight topics such as color symbolism, scientific color theory, the psychology of color, historical and artist palettes, color and technology, dye chemistry, color systems, color forecasting, and current color research. This information is easily accessible through a system of cross indexing which makes connections clearly visible to the reader. As an example, a description of *Der Blaue Reiter*, a German Expressionist movement, suggests the reader also review *Abstraction of Color*, Kandinsky, and Klee, thereby letting the reader know the dominant aspects of the movement and its key people in a very rapid space of time. The subjects are arranged alphabetically, adding to the convenience of swift referencing. This facility of access is further aided through an index, an appendix on color specifier systems, and current international color organizations, as well as a very solid bibliography.

With such a broad range of color topics discussed, *The Color Compendium* is a useful index for practitioners from a multitude of areas in the Arts and Sciences. In addition to over 300 illustrations, many well represented in color, the text is written in a clear and lively manner and contains material of interest not only to practitioners but the general reading public as well. Every library should have one.

Reviewed by:

Cecile Clayton-Gouthro, BFA, MSc in Human Ecology
Lecturer, Clothing and Textiles Dept.
University of Manitoba
Winnipeg, Manitoba.

The Social Psychology of Clothing: Symbolic Appearances in Context. (2nd ed.) by Susan B. Kaiser. (1990). New York; MacMillan Publishing Co., 590 pages; \$56.70.

Unlike later editions of other textbooks, Kaiser's *The Social Psychology of Clothing: Symbolic Appearances in Context* is considerably different from its predecessor of five years ago. (The first

edition was titled *The Social Psychology of Clothing and Personal Adornment*, 500 pages.) This second edition has been reorganized and much of it has been rewritten. As Kaiser explains, this edition places a "stronger emphasis on the broader issue of appearance as a whole". The five parts of the text mirror this emphasis. Part One — Symbolic Appearances in Context (chapters 1-3) introduces basic theories and terms and provides historical and contextual perspectives for later sections. Symbolic interactionism, a fundamental perspective for our understanding of appearance was wisely moved from chapter 7 in edition one to chapter two in this edition. Part Two (chapters 4-6) addresses Appearance and the Self and Part Three (chapters 7-10) discusses Appearance Communication in Context. The importance of culture in shaping clothing choices receives more attention in this edition. Part Four (chapters 11-13) introduces Appearance and Culture while Part Five (chapters 14-16) considers Culture Change and Continuity. The phenomenon of fashion and fashion change is addressed in part five.

Within each chapter, Kaiser has incorporated several discussions entitled "Social Focus!" A wide range of themes is presented including theories and research, research methodologies, and commentaries about contemporary clothing practices such as personal color analysis and punk fashions. Each chapter is enhanced with numerous line drawings and black and white photographs. Many are different from those included in the first edition.

The revised selection of contemporary clothing examples is welcome; with the everchanging nature of fashion, current examples help ensure that the text information will be relevant for students. Kaiser has altered the physical layout of the text to make it more "user friendly". Important concepts are printed in bold type and they readily stand out from the text. Key words and concepts are highlighted in the margins.

This textbook would be most suitable for a third or fourth year university course. Some preliminary courses in the social sciences would be an essential preparation for this text. As with the previous edition, Kaiser has relied heavily on research to support the concepts she discusses; senior level university students would be better

equipped to appreciate the research findings.

Readers will treasure the extensive bibliography. Kaiser cites research as

recent as 1989 and consequently, the bibliography may be a valuable resource when embarking on a research project in this field of inquiry.

Reviewed by:

Janet Menec, BHEc, MSc
Instructor, University of Manitoba
Winnipeg, Manitoba.

Home economists have a goal: to improve the quality of life for families.



Invest in families

A donation to the Canadian Home Economics Association Foundation will help support the effective dissemination of information on nutrition, clothing, shelter, and financial management to families in Canada – through research, development of educational tools and techniques and public service projects.

Send your contribution to:

Canadian Home Economics Association Foundation
c/o Treasurer
3807 Vialoux Drive
Winnipeg, Manitoba R3R 0A5

My contribution of \$ _____ is enclosed.

Name _____

Address _____

Registration number 0589242-23-10. Tax deductible receipt issued.

Abstracts of Current Literature

Family and Consumer Studies

An investigation of factors contributing to consumer brand confusion.

Foxman, E.R., Muehling, D.D., and Berger, P.W. (1990)
The Journal of Consumer Affairs, 21, (1), 170-189.

Previous research has paid considerable attention to the harmful effects of imitation of brand strategies to firms but much less attention to the possible harm imitation brands may cause consumers. The purpose of this study is to identify some of the factors which contribute to a greater likelihood of consumer confusion.

Data were gathered in two stages from a western university student sample (N = 341). The initial stage involved a structured questionnaire which provided measures of consumer cognitive style (field dependent/field independent), attitudes towards advertising in general, as well as demographic information. The second stage (two weeks later) involved an exercise and questionnaire designed to provide measures of brand confusion, brand familiarity and usage, product class experience, and product involvement. All exercises were based on two product categories, decongestant and oriental noodle soup mix, each with an original brand.

As was expected, involvement with the product, memory of the original brand, and certainty of judgment were found to be significantly related to the likelihood of confusion for both products. In addition, those who were least familiar with the product and those with field-dependent cognitive style had the greatest likelihood of confusion.

These researchers suggest further study of the role of individual differences in consumer brand confusion, particularly cognitive styles involving information processing speed and sociodemographic characteristics. Researchers recommend those product categories where consumers risk serious physical harm if they become confused and make unintended purchases (food, drugs, vehicle parts) be subject to stringent imitation standards.

Rural economic decline and marital quality: A panel study of farm marriages.

Johnson, D.R. and Booth, A. (1990)
Family Relations, 39, 159-165.

This article examines the relationship between economic distress and the change in marital quality among farm families using a model proposed by Liker & Elder (1983) which addresses both direct and indirect effects of economic hardship.

The sample of 157 individuals was a subset of the Nebraska Annual Social Indicators Survey. Respondents

participated in structured telephone interviews in 1981 and again in 1986. The mean age of respondents in 1981 was 45 years and most were well educated.

Some evidence is offered to support the use of the Liker & Elder model. Farmers experiencing financial hardship showed a substantial increase in contemplating divorce over the five year period. As predicted by the model, indirect effects were evidenced with approximately half of the measured effect due to increased depression. Effects for marital happiness were found only for farm wives and the effects for marital communication were modest and *not* related to change in depression.

This study did not uncover gender differences in effects of economic hardship nor was prior personal stability found to be a factor. The close relationship between the economic unit of the farm and the family unit may provide a barrier to marital instability when the economic unit is strong, however, when the economic unit weakens, a barrier to marital breakup may also weaken.

Quality of infant's attachments to professional caregivers: Relation to infant-parent attachment and daycare characteristics.

Goossens, F.A. and Ijzendoorn, M.H. (1990)
Child Development, 61, 832-837.

Studies have shown that infants develop attachments to their mothers and fathers, but few studies have been carried out to assess the quality of infant attachment to professional caregivers. The present study was designed to examine the distribution of infant-professional caregiver attachment and the distributions resemblance to infant-father/mother attachments. Secondly, researchers examined the congruence between infant-parent attachment and infant-caregiver attachment as well as possible factors affecting secure vs insecure attachments.

Seventy-five healthy, full-term infants along with their mothers, fathers, and professional caregivers were videotaped using the Strange Situation assessment in a laboratory setting. The infants were observed at 3 month intervals at ages 12 months, 15 months, and 18 months. All families were intact dual-earner families with neither partner working fewer than 15 hours per week. Contrary to researchers expectations, professional caregivers did not have more insecure attachment relationships with the infants than did parents.

It appears that infant-caregiver attachments are independent of infant-mother and infant-father attachments. More time in daycare appears to promote secure infant-caregiver attachments and this is particularly evident in children whose parents come from a solidly middle class background.

Adolescents' chores: The difference between dual- and single-earner families.

Benin, M.H. and Edwards, D.A. (1990)
Journal of Marriage and the Family, 52, 361-373.

The contributions of children to the division of household labor in traditional and dual-earner families and the absence or presence of sex role stereotyping in childrens' family work is largely unresearched. This study examines the impact of family employment structure over time on the household chores of children.

A final sample group of 176 adolescents from two parent families were derived from an initial two part longitudinal study conducted in 1975 and again in 1981 by Juster and associates. Measures of time spent on 65 household tasks (traditional male/female and gender neutral tasks) were taken from youths' time diaries kept on school days and non-school days.

Daughters in full-time, dual-earner families spent more time on chores than daughters from traditional or part-time worker families. In addition, they spent more time on chores than full-time, dual-earner sons. Part-time dual-earner families' sons and daughters spent the least time on family chores of all family types. Traditional single-earner families are egalitarian in the amount of family work they expect from sons and daughters, however, traditional families had a sex stereotyped division of labor.

It appears that none of the family types are adequately preparing adolescents to participate in marriages where the division of labor is egalitarian. Inequality in family work may continue into the next generation.

Supplementary listing of articles:

Husband and wife differences in determinants of parents: A social learning/exchange model of parental behavior. Simons, R.L., Whitbeck, L.B., Conger, R.D., and Melby, J.N. (1990). *Journal of Marriage and the Family*, 52(2), 375-392.

Stepfamilies: Redefining the family. Pill, C.J. (1990). *Family Relations*, 39 (2), 186-193.

Beyond I-statements in family communication. Burr, W.R. (1990). *Family Relations*, 39(3), 266-273.

Recent widows' kin support and orientations to self-sufficiency. O'Bryant, S.L. and Morgan, L.A. (1990). *The Gerontologist*, 30(3), 391-398.

Mother-toddler problem solving: Antecedents in attachment, home behavior, and temperament. Frankel, K.A. and Bates, J.E. (1990). *Child Development*, 61 (3), 810-819.

Submitted by:
Katherine Kilgour
BAA, BEd
University of Alberta

Foods and Nutrition

The relationship between learning, health beliefs, and weight gain of primigravidas.

Strychar, I.M., Griffith, W.S., Conry, R.F., and Schwartz, N.E. (1990)
Journal of the Canadian Dietetic Association, 51, 350-356.

This study was undertaken to identify how pregnant women learned about weight gain and to determine the

relationship between self-initiated learning, health beliefs, and maternal weight gain. Data were gathered using a one hour structured interview with 127 primigravidas within the first week postpartum. Knowledge was assessed by women's responses to a 13-item weight gain test. Women were asked to identify their degrees of concern, perceived risks, uses of information, and barriers to weight gain. Self-reported weights at conception and delivery were obtained.

While 56% of the sample knew the average recommended weight gain during pregnancy (10.9-13.6 kg), less than 25% knew the ranges recommended for underweight (13.6-15.9 kg) and overweight (6.8-9.1 kg) women. The recommended pattern of gain during the second and third trimesters (0.34-0.45 kg per week) was correctly identified by 51% of the women; 13% knew the recommended weight gain during the first trimester (0.45-2.27 kg) and 9% knew the minimum recommended weekly gain during the second half of pregnancy (0.23 kg).

Women used physicians, reading materials, and family members to obtain information about weight gain. Prenatal classes provided materials to 55% of the sample. Over 60% of health professionals had initiated discussions concerning weight gain, while 50% of women had initiated discussions with family and friends. Weight gains were compared with a friend's weight gain in 86% of the women. The mean amount of time spent learning about weight gain was 25 hours with a median time of 8 hours.

Women perceived their infants to be at little risk due to their weight gain during pregnancy. Fifty-three per cent stated that they had no barriers to weight gain. These women were more likely to have a weight gain close to the recommendations.

Women engaging in mainly self-initiated learning were significantly more likely to have higher weight gain knowledge scores. Self-initiated learning was also associated with recommended weight gain.

The authors call for further research to identify how weight gain resources are obtained, the perceived degree of influence of advice from each resource, and whether the timing of such advice has an impact on its adoption.

Acceptability of tofu-containing foods among college students.

Ashraf, H.L. and Luczycki, D. (1990)
Journal of Nutrition Education, 22, 137-140.

Acceptability of tofu-containing foods was tested on a volunteer group of 33 undergraduate students with a mean age of 23 years (range 19-39 years). The group consisted of 19 females and 14 males. Each food item was rated using a 7-point facial hedonic scale where a score of 1 indicated extreme dislike and 7 extreme like. Sixteen recipes were chosen for testing. In 12 of the recipes tofu was completely substituted for one of the original ingredients. The other four recipes, guacamole, egg salad, lasagna, and cheesecake were tested with increasing amounts of tofu.

Results indicated that up to 50% tofu can be substituted for the main ingredient in certain products without a loss of expected flavor or texture. Of the 12 recipes totally substituted with tofu, the highest mean score was for coconut cream pie (6.7) and the lowest for tofu nuggets (3.8). Ten of the recipes received mean scores of 5.5 or more.

Student acceptance of these products could not be explained by previous exposure to tofu-containing foods. Tofu substituted recipes contained less energy, protein, fat, sodium, and cholesterol than original recipes.

The authors suggest that addition of tofu to certain recipes can be undertaken by university food service operations. The acceptance of such products will depend upon their similarity to the original product.

Changes in food patterns during a low-fat dietary intervention in women.

Gorbach, S.L., Morrill-LaBrode, A., Woods, M.N., Dwyer, J.T., Selles, W.D., Henderson, M., Insull, Jr., W., Goldman, S., Thompson, D., Clifford, C., and Sheppard, L. (1990)
Journal of the American Dietetic Association, 90, 802-809.

Specific dietary changes made by 173 women aged 45-69 years who reduced their fat intake to about 20% of total energy over 12 months were reported. Intake data were collected using 4-day food records at baseline and at 12 months. An intervention program emphasized teaching nutrition information and skills needed to make the lifestyle change to a lower fat diet. Women were taught to calculate and monitor daily fat intake and to use creative problem solving techniques to overcome barriers to change.

Total energy intake decreased by 25%, reflecting a mean weight loss of 3.1 kg. Fat intake was reduced from 39% of energy intake to 22% at 12 months, a 60% decrease. Dietary cholesterol intake decreased 54% from a mean of 319 mg to 146 mg daily. Total protein intake fell by 10% while vitamins A and C increased by 12% and 9%, respectively. No significant changes occurred in intakes of carbohydrate, calcium, thiamin, riboflavin, niacin, or vitamin B-12. The overall quality of diets improved during the intervention based on the nutrient density (nutrients per 1000 kcal) of diets.

Reductions in fats/oils, red meats, and whole milk products accounted for nearly 70% of the decrease in fat intake. Less fat was used in preparation of vegetables and more energy was derived from fruits. Women reported eating butter, mayonnaise, and salad dressing less frequently. In the milk products group, women substituted lower fat milks and cheeses and ate ice cream less frequently. Red meat consumption was reduced, with less bacon and ham and fewer hamburgers, hot dogs, and pork sausages eaten. Women ate less potato chips and substituted with pretzels, bagels, and English muffins. Women reported using alcohol, tea, and coffee less often, while diet soda and jam were eaten more frequently.

The authors stated the ability to sustain low-fat dietary changes for one year was encouraging and had positive implications for development of public health programs to reduce chronic disease risk through diet.

Demographic and dietary determinants of constipation in the US population.

Sandler, R.S., Jordan, M.C., and Shelton, B.J. (1990)
American Journal of Public Health, 80, 185-189.

In a study to describe the distribution and determinants of constipation in the United States, data from the first National Health and Nutrition Examination Survey

(NHANES-I) was examined. Self-reported constipation, as well as several dietary and demographic variables, were studied for 15,014 men and women aged 12-74 years.

Of the sample, 12.8% reported constipation. Self-reported constipation was more common in blacks (17.3%), women (18.2%), and persons over 60 years of age (23.3%). Reported stool frequency and self-reported constipation correlated poorly. Of subjects with fewer than two stools per week, 67.8% reported constipation. Nine percent of those with daily stools and 30.6% of those with four to six stools per week reported to be constipated. Self-reported constipation was more prevalent in persons with daily inactivity, little recreational exercise, low income, and less education.

Body mass index was similar for those who reported constipation and those who did not. After controlling for activity levels and body size, the constipated group was found to consume fewer calories. Persons who reported eating more fruits and vegetables had fewer complaints of constipation. They also reported eating more cheese, dry beans and peas, meat and poultry, and less coffee and tea.

Reduction of plasma cholesterol levels in normal men on an American Heart Association Step 1 diet or a Step 1 diet with added monounsaturated fat.

Ginsberg, H.N., Barr, S.L., Gilbert, A., Karmally, W., Deckelbaum, R., Kaplan, K., Ramakrishnan, R., Holleran, S., and Dell, R.B. (1990).
New England Journal of Medicine, 322, 574-579.

In a randomized, double-blind study of 36 healthy adult males aged 22-32 years, the effects on plasma lipid levels of a Step 1 diet and of a monounsaturated fat enriched Step 1 diet (Mono diet) were investigated. The Step 1 diet consisted of 30% of energy from fat (10% saturated, 10% polyunsaturated, 10% monounsaturated) with 250 mg of cholesterol per day. The Mono diet contained 38% of energy from fat (10% saturated, 10% polyunsaturated, 18% monounsaturated) with 250 mg cholesterol per day. The effects of these diets were compared with those of an average American diet consisting of 38% of energy from fat (18% saturated, 10% polyunsaturated, 10% monounsaturated) with 500 mg cholesterol per day. Foods were prepared daily in a research kitchen. Physical activity level of the men remained unchanged during the study.

During a 10-week control period, all subjects consumed the average American diet. For an additional 10 weeks, subjects were randomly assigned to the control group, which continued to consume the average American diet, the Step 1 diet group, or the Mono diet group. There were no significant differences in age or body mass index between the groups. Fasting blood samples were obtained throughout the study.

When compared with the control period, during the randomized portion of the study, total serum cholesterol values fell by 8%, 10.4%, and 1.1% in the Step 1 diet, Mono diet, and control diet groups, respectively. The values for the Step 1 and Mono diets were statistically significant as compared to the control group. Serum concentrations of low density lipoprotein (LDL) cholesterol also fell significantly in the Mono diet group. The reduction trend in LDL cholesterol in the Step 1 diet group was nonsignificant. Serum levels of high density lipoprotein (HDL) cholesterol and triglycerides did not change significantly with any diet.

The authors state that the addition of monounsaturated fatty acids to the Step 1 diet did not appear to affect the ability of the diet to lower total plasma cholesterol. They suggest that menus could be augmented with sources of monounsaturated fatty acids for use by nonobese persons attempting to reduce serum cholesterol levels.

Supplementary listing of articles:

A risk-reduction nutrition course for adults. Boeckner, L.S., Kohn, H., and Rockwell, S.K. (1990). *Journal of the American Dietetic Association*, 90, 260-263.

Determinants of food consumption. Parraga, I.M. (1990). *Journal of the American Dietetic Association*, 90, 661-663.

Food irradiation: Current status, concerns, limitations and future prospects. Sahasrabudhe, M.R. (1990). *Journal of the Canadian Dietetic Association*, 51, 329-334.

Dietary patterns of women smokers and non-smokers. Larkin, F.A., Basiotis, P.P., Riddick, H.A., Sykes, K.E., and Pao, E.M. (1990). *Journal of the American Dietetic Association*, 90, 230-237.

Shellfish: Proximate composition, minerals, fatty acids, and sterols. King, I., Childs, M.T., Dorsett, C., Ostrander, J.G., and Monsen, E.R. (1990). *Journal of the American Dietetic Association*, 90, 677-685.

Position of The American Dietetic Association: Very-low-calorie weight loss diets. Paulson, B.K. (1990). *Journal of the American Dietetic Association*, 90, 722-726.

Submitted by:
Laurie Wadsworth, MSc
Public Health Nutritionist
Swift Current, Saskatchewan

Textiles and Clothing

The progressive deterioration of textile materials. Part V. The effect of acid treatment on fabric tensile strength.

Guoping, B. and Slater, K. (1990)
Journal of the Textile Institute, 81(1), 59-68.

Acid degradation of textile materials appears to be a function of the length of acid contact and may result from a chain breakage of molecules and thus a modification of the fibre proportion. Changes in the tensile strength of samples or acetate, cotton, nylon, silk, viscose, and wool fibres resulting from a treatment of sulphuric acid were studied. Acid strength and treatment time were varied. Samples were tested for tensile strength and weight loss and examined for changes in appearance, hand, and fibre cross sectional characteristics. Results for each fabric were described by a degradation curve which plotted residual tensile strength against the percentage of lifetime elapsed and through the calculation of a degradation constant for each fibre/concentration. The resulting patterns of acid degradation for all fibre types describe an initial loss in tensile properties which become harsher with increased treatment time. The study offers support for the viability of predicting the behavior of fabrics subjected to long-term acid exposure.

The acceptability of catalogues for apparel purchases.

Seitz, V.A. and Massey, T.K., (1990)
Clothing and Textiles Research Journal, 8(4), 29-33.

The purpose of this research was to explore factors which may explain different levels of acceptance of purchasing

apparel via catalogue. A subset of 78 questionnaires from a random sample of 600 were analyzed using factor analysis with Varimax rotation resulting in the emergence of three factors: economic motives, nonfunctional motives (as characterized by consumer evaluations which influence behavior), and functional motives (as related to store procedures which influence patronage). An analysis of covariance of the factors yielded two-way interactions for sex-and-income and sex-and-age pairs. Pearson's correlation analysis of the functional motives and catalogue acceptability revealed a positive correlation between the two. Suggested demographic profile were developed to aid in the development of marketing strategies.

Effects of clothing attractiveness on perceptions.

Lennon, S.J. (1990)
Home Economics Research Journal, 18(4), 303-310.

The purpose of this work was to determine if the attractiveness of clothing is a function of how people perceive others. Clothing attractiveness and physical attractiveness of models were determined through two pilot studies. Six slides of different models in business attire, three depicting "attractive" clothing and three depicting "unattractive" clothing were selected for final analysis. As the 59 participants listened to pre-recorded comments relative to marketing a perfume, a slide of the model purported to have made the comment was projected. Subjects rated each model on competence, the extent to which the subject would feel comfortable working with the model, and sociability. Multivariate and univariate analysis of variance supported the suggestion that models who were dressed in attractive clothing were perceived more positively on each of the three dependent variables than models dressed in unattractive clothing.

Dermatological health problems attributed by consumers to contact with textiles.

Davis, L.L., Markoo, N., Dallas, M.T., Harger, B., and Miller, J.
Home Economics Research Journal, 18(4), 311-322.

This two phase exploratory research was undertaken to assess the scope of dermatological health problems attributed to consumers to contact with clothing and household textiles. The analysis of data from 1,785 usable mail questionnaires provided baseline data on the existence of perceived dermatological problems. A telephone questionnaire was then completed by 324 of the 735 respondents who indicated skin or health problems on the mail questionnaire. Frequency and chi square analysis identified a relationship between perceived problems and respondents' dermatological characteristics and climatic conditions of their residences. Specific fibres, fabrics, finishes, and dyes were recognized as demographic irritants by the respondents. Also identified were symptoms of the problems, coping strategies for relieving the symptoms, and an estimate of perceived financial loss as a result of such problems.

"The silk worms of the east must be pillaged": The cultural foundations of mass fashion.

Hamilton, J.A. (1990)
Clothing and Textiles Research Journal, 8(4), 40-48.

An analysis of primary and secondary historical data of eighteenth century Scottish life provides the base for a case

study which focuses on the origins of a mass fashion system and its impact on the population, the emergence of fashion as a category of dress dependent on a minimum level of cultural complexity, and the distinction between "dress" and "fashion-in-dress" as one which implies different cultural contextual manifestations. Hamilton builds on Roach and Musa's definition of fashion in stressing the difference between fashion and dress and explains how the shift from a system of dress to the system of mass fashion requires a macro-cultural system which has the understructure to support the marketing, merchandising, and communication functions required by fashion.

Supplementary listing of articles:

A fashion history of knitting. Brackenbury, T. (1990). *Textiles*, 19(1), 8-12, 17-18.

Status characteristics theory: An application to clothing research. Workman, J.E. (1990). *Clothing and Textiles Research Journal*, 8(4), 59-54.

Water hardness, detergent type, and prewash product use as factors affecting methy parathion residue. Laughlin, J. & Gold, R.E. (1990). *Clothing and Textiles Research Journal*, 8(4), 61-67.

The social and economic cost and payoffs of industrialization in international textile/apparel trade. Hamilton, J.A., & Dickerson, K.G. (1990). *Clothing and Textiles Research Journal*, 8(4), 14-21.

*Submitted by:
Laurel Martin
Graduate Student
University of Manitoba*



This Magazine

is indexed in the

CANADIAN MAGAZINE INDEX

*Indexing is also available online
and on CD ROM through
Canadian Business and Current Affairs*



Micromedia Limited
Canada's Information People

158 Pearl Street
Toronto, Ontario M5H 1L3
416-593-5211 1-800-387-2689



New Developments

Compiled by Brenda White

..... In Resources

Health Reports

Do you have a need for reliable, detailed, and up-to-date health information to help you evaluate, plan, and implement new policies and programs? If so, there is a new health information tool from Statistics Canada that is designed to save you research time — *Health Reports*. This quarterly journal contains articles which present comprehensive data and in-depth analysis on important health issues. Cost of a 1-year subscription is \$100. Available in English and French.

To order: Contact Publication Sales, Statistics Canada, Ottawa, Ontario, K1A 0T6 (1-800-267-6677).

Women and Labor Market Poverty

This is the title of a landmark study that reveals growing hardship for working poor Canadian women. In addition to the theory, description, and analysis of this issue, the well-referenced report proposes some solutions. This publication (No. 90-E-164) is available free of charge.

To order: Write to Canadian Advisory Council on the Status of Women, P.O. Box 1541, Station B, Ottawa, Ontario, K1P 5R5.

Communicating in Print With/About Seniors

If one of your target groups is seniors, then this publication is a must. It deals with the do's and don'ts with regard to design, layout, language, and content of print materials designed for this group. Single copies are available at no charge and are written in both English and French.

To order: Write to Information Directorate, Health and Welfare Canada, Ottawa, Ontario, K1A 0X6.

Profiles of Volunteer Activity in Canada

This series of 34 studies by Canadian researchers/writers examines the 1987 National Survey on Volunteer Activity findings from specific perspectives (e.g. characteristics of volunteers by individual province and by major category of voluntary organizations; youth, women, and seniors as volunteers; the employment status and education level of volunteers). Single copies are available at no charge.

To order: Contact Communications Branch, Multiculturalism and Citizenship Canada, Ottawa, Ontario, K1A 0M5

Open Learning and Distance Education in Canada

This Canadian Studies Resources Guide to open learning and distance education in Canada has been prepared for individuals wishing to develop a basic understanding of this type of learning in Canada. It looks at the past, present, and future. Copies are available free of charge while supplies last.

To order: Write to Canadian Studies Directorate, Department of the Secretary of State, Ottawa, Ontario, K1A 0M5.

Barbecue Syndrome

This paper discusses a type of food poisoning caused by certain bacteria and commonly known as hamburger disease. This recent *Issues* paper of Health and Welfare, is a free publication available in both English and French.

To order: Write to Communications Executive, Health Protection Branch, Health and Welfare Canada, Room 125, Health Protection Building, Tunney's Pasture, Ottawa, Ontario, K1A 0L2.

Lighten Your Load!

Lighten Your Load: The Complete Guide to Laundry Care is a handy reference pamphlet containing information on laundry tips, stain removal, and care labelling. Single copies are available at no charge in English and French.

To order: Write to Consumer Services, Dow Brands Canada Inc., Box 2004, Paris, Ontario, N3L 3T7.

Grocery Attitudes of Canadians 1990

This report contains information on shopping habits and expenditures, microwave ownership and use, environmental issues, nutrition, labelling, product safety, and attitudes towards shopping. Single copies of this report are available at no charge.

To order: Write to Grocery Products Manufacturers of Canada, Suite 101, 1185 Eglinton Ave. East, Don Mills, Ontario, M3C 3C6.

Calcium, You Never Outgrow the Need

This publication is an updated version of the pamphlet *Calcium: Your Mini Source Book*. It contains information on calcium — the body's need for, functions, food sources, and practical tips for increasing intake of this mineral. This publication is available at no charge for single or multiple copies.

To order: Write to Dairy Bureau of Canada, 20 Holly Street, Suite 400, Toronto, Ontario M4S 2E6.

The Crown Prince

This is a 38-minute production (available on film and video) of the National Film Board. It tells the story of a teenage boy who confronts his father's violence against his mother and the violent tendencies he realizes he has inherited.

For more information: Contact your nearest National Film Board office.

Family Caregiving Resources

For Families: A Guide to Printed Material About Family Caregiving is an annotated bibliography for families that describes a number of books and articles about caregiving

and some of the major diseases afflicting the elderly. *For Professionals: An Annotated Bibliography and Audiovisual Guide About Family Caregiving* is a second resource designed for the professional working in this field. Copies may be obtained at a cost of \$1.00 each.

To Order: Contact Education Department, Baycrest Centre for Geriatric Care, 3560 Bathurst Street, North York, Ontario, M6A 2E1.

Leader Resources

Leader Resources is a new, newsletter-format Journal, four to eight pages long. Each of the six issues per year will focus on one technique for organization management. Its target audience is volunteers or staff of non-profit organizations. The first issue addressed the topic of creative problem-solving, giving a step-by-step process and practical tips for identifying and solving problems. The annual subscription rate is \$25.

To order: Write to Leader Resources, P.O. Box 3106, Picton, Ontario, K0K 2T0.

Young and Old Together

This is the name of a manual that explains how to develop intergenerational programs. It addresses everything from practical organizational issues and program ideas to volunteer education and a bibliography on the subject. Copies are available in English and French for \$10 (for shrink wrap) or \$15 (for binder).

For more information: Contact Ontario Gerontological Association, 7777 Keele Street, Concord, Ontario, L4K 1Y7.

Focus on Canada

This is a series of 16 reports developed by Statistics Canada that go beyond a mere statistical profile of major social developments to also give an insightful analysis and commentary about the inner workings of Canadian society. These user-friendly reports are written in clear, non-technical language and are in a convenient handbook about 35 pages long. Titles include: The Inner City in Transition; Families in Canada; Canada — A Linguistic Profile; Trends in Occupation and Industry; and Canada's Youth. Single copies of reports are \$10 each; the complete series of 16 reports is \$112.

For more information: Contact Publication Sales, Statistics Canada, Ottawa, Ontario, K1A 0T6 (1-800-267-6677).

Nutrition Posters

The 4-poster Guide to Nutrition series is colorful, attractive, and offers sensible advice on diet and nutrition. The topics of these 14"x20" posters are: shopping smart, eating right where you are (at home and away), fuelling up (eating for an active lifestyle), and maintaining a healthy weight. A set of 4 posters (plain, order number 720) is \$18. A set of 4 posters (laminated, order number 725) is \$29.

To order: Contact 3S Fitness Group Ltd., Box 5520, Station B, Victoria, B.C. V8R 6S4.

Canadian Fitness Sourcebook

This publication describes over 300 sources ranging from brochures and booklets to posters, resource packages, and audio-visual materials, along with addresses and details for ordering them. They boast that 25 percent of items listed are free. The cost is \$35 for organizations/institutions (order number 070) and \$17.50 for individuals (order number 060).

Add 10% for shipping and handling and sales tax where applicable.

To order: Contact 3S Fitness Group Ltd., Box 5520, Station B, Victoria, B.C. V8R 6S4.

... In Products

Dress Size for Fuller Size Woman

The *My Double* dress form by Dritz now offers an increased size adjustment range in the bust, waist, and hip areas.

For more information: Contact your favorite fabric store or write to Dritz Corporation, P.O. Box 5028, Spartanburg, SC 29304, U.S.A.

Fluorescent Screw-In Light Bulbs

The advantages of these are that they use about 80% less energy, last about ten times longer compared to regular light bulbs, and though more expensive to purchase, they are cheaper over the long run. Their disadvantages include not fitting into all regular fixtures and many not offering full-spectrum lighting (which makes them tiring to work under for long periods of time).

Source: *Canadian Consumer*, Volume 20, Numbers 7 and 8, 1990.

Superwood — An Environment Solution?

Superwood is a durable lumber substitute made from mixed waste plastics. It is claimed to be ideal in applications where rot resistance and low maintenance are required. (A market for this material has already proven itself in Europe on such things as fences, decking, agricultural slatting, lawn furniture, road signage, docks, and waterfront barriers.)

Source: *Tetra News*, Volume 10, Number 1, Spring 1990.

Sewing Videos

The newest way to learn a wealth of sewing techniques, sewing videos are fast becoming one of the quickest and most popular education tools for people who sew. They are often geared to specific topics — everything from sewing for the bride to redoing a room in a weekend. This learning method has two big advantages. These are the ability to see the entire procedure or technique and the chance to review a demonstration again and again in order to understand or perfect it. They range in price from \$15 to \$60 U.S.

Source: *Fine Sewing*, *Vogue/Butterick*, 1990.

... In Ideas

Environment Lingo

Been baffled by some of the green lingo in circulation? Here are a few quick definitions. *Reduce* — Do you need to buy it in the first place? *Reuse* — does not have to be new each time. *Recycle* — make it into something else. *Rethink* — if you really need it, is it environmentally safe? *Rediscover* — is there an alternate solution that is simpler? *Sustainable development* — Living off the interest of our resources, not the capital. This includes such things as reforestation, limiting our reliance on pesticides, and looking for alternatives to non-renewable fuel resources. *Cascading* — a recycled plastic product is of less value than the original product and cannot

itself be recycled. *Cradle to Grave* — tracking the existence of materials, chemicals, and packaging that are not environmentally friendly from the beginning of the manufacturing process to an acceptable disposal solution. It involves manufacturers taking greater responsibility for their products and byproducts, and factoring in the true cost of materials and goods when health and environmental implications are taken into consideration.

Source: *HealthWatch*, Spring 1990.

Wholesome Food Council

In the spring of 1990, a nationally coordinated source of information on food safety was established known as the Wholesome Food Council of Canada. It is dedicated to ensuring Canadian food products continue to earn the confidence of consumers for their quality and wholesomeness. Their goals are: 1) to provide information programs for consumers, 2) to develop and implement information programs for producers, and 3) to work with and support government regulatory agencies in developing and monitoring food safety standards and strategies. Financial support comes from Health and Welfare Canada, Agriculture Canada, and from various food commodity groups.

For more information: Contact Valerie Bell, Executive Director, Wholesome Food Council of Canada, 275 MacPherson Avenue, Suite 103, Toronto, Ontario, M4V 1A4.

The Environment — How Committed Are We?

Because the environment has become one of the major issues of the day, this was one area of the 1990 Grocery Attitudes of Canadians Survey. Main grocery shoppers were asked a wide variety of questions relating to environmental concerns. While there is a solid core of committed environmental activists, more people would rather talk about it than do anything about it. Some key findings were:

- More than 2/3 of all main grocery shoppers were very willing to sort recyclable containers for curbside collection.
- More than 1/2 of all main grocery shoppers were willing to return containers to the store after use and to buy fresh produce without plastic bags or packaging.
- 40% would buy brands using biodegradable packaging instead of their regular brand.
- 31% were very willing to supply their own bags and containers when shopping.
- Shoppers who work full-time and those with children at home were less committed to environmental-conscious shopping behaviors.
- Commitment to action was strongest in British Columbia and Ontario, but not strong in Quebec.
- Men were less willing to participate than women.

Source: *Consumerline*, Grocery Products Manufacturers of Canada, April 1990.

Does It Mean What We Think It Means?

What do consumers think when we use such terms as *nutritious*, *diet*, and *moderation*? Is our intended message getting through to consumers? The Canadian Sugar Institute conducted a study to determine this. Some key highlights include:

- *healthy*, *natural*, *nutritious*, and *energy* represented the ideal end of the scale.

- the nutritionally undesirable end was typically made up of *fattening*, *greasy*, *sweet*, and *junk*. Sweet and junk were thought to be safe but low in nutritional value; fattening and greasy were increasingly perceived to be detrimental due to cholesterol content.

- *diet*, *high calorie*, *low calorie*, and *light* were more vague in their meanings.

- *eat more* and *eat more often* meant putting greater dietary emphasis on the food referred to.

- *moderate*, *balance*, and *control* had similar meanings. The foods they refer to are safe, but should not be consumed in excess because of doubtful nutritional value, and should not replace more desirable foods. These terms left discretion to the individual.

- *decrease*, *limit*, and *avoid* carried implicit warnings that overuse can be harmful to health.

- *eat less often* and *avoid too much* contained mixed signals, but *cut out* was very clear.

- *diet*, *light*, *calorie reduced*, and *low calorie* had innocent generic meanings but also smacked of being marketing responses to nutritional trends. They gave rise to skepticism about credibility and wholesomeness of the food.

Source: *Sugar Vernacular Study*, Canadian Sugar Institute, March 1989.

Effective Use of Consultants

As firms down size (or right size), outside talent becomes an important part of everyday activities. Some tips for selecting, working with, and appraising communication consultants include:

- Spend time screening a consultant before hiring.
- Pay attention to the questions a consultant asks or fails to ask. On a small test assignment, you can quickly see how fast the consultant absorbs the information and offers new suggestions.
- Consider small consultants. Better to be one person's major client than a marginal account with a famous agency.
- Make sure your consultant is readily accessible by phone, fax, or in person.
- Use consultants who set standards and will argue for them.
- Be an educated purchaser. Know what good work costs.

Source: Adapted from *IABC Communication World*, December 1989.

Discount Bonds

With high interest rates, many investors are looking to fixed income investments to take advantage of these attractive rates. One disadvantage to investing in fixed-income instruments, is that the income earned is mostly interest income and as such, is fully taxed. There is, however, a type of bond which may have a portion of its income deemed as capital gains rather than interest income for tax purposes. This investment is called a discount bond.

Discount bonds are not a special type of bond. They are simply bonds that can be bought at a price lower than par value (\$100). While it is almost always possible to invest in bond issues at various prices after they have been issued no matter what kind of bond you buy (government bond,

corporate bond, or mortgage-backed security), because of the potential special tax consequences, discount bonds will appeal to certain investors.

One needs to know how these bonds work to be able to determine whether or not they are a wise investment. Bonds trade for more or less than par value because interest rates in the economy as a whole are constantly changing. As interest rates change, the return (or yield) given to investors by previously issued bonds must be constantly adjusted to stay competitive with new bonds issued carrying current market interest rates. Since an older bond's interest rate was fixed at the time of its issue, the only way its yield can be adjusted is to raise or lower its price. When the price falls in response to rising interest rates, a discount bond is created.

Generally speaking, the higher one's tax bracket, the greater the potential benefit of investing in discount bonds.

Source: *Vantage Point*, Summer 1990.

The Canadian Hunger Count

Some key facts taken from the first Canadian Hunger Count survey conducted by the Canadian Association of Food Banks include:

- 378,000 different people take home an estimated 2.5 to 3 million pounds of food from food banks in Canada each month.
- about 40 per cent of the food recipients were under 18 years of age. Children are twice as likely as adults to need food aid.
- 87 per cent of those who got food aid were given groceries to prepare at home, and received that help an average of 1.3 times per month. Thirteen per cent of those who got food aid were served prepared meals. Meal program clients use the service an average of 23 times a month.
- There are at least 1,100 emergency grocery programs, and 400 meal programs either operated by or supplied by food banks in about 180 communities in Canada.
- Almost three quarters of those getting food aid were welfare recipients. Six per cent of clients listed a job as their main source of income, and five per cent reported having no income at all. Five per cent were on a disability pension, five per cent were living on unemployment insurance benefits, and four per cent were on old age pensions.

Source: *Social Development Overview*, Canadian Council on Social Development, Spring 1990.

Which Milk For Toddlers?

What kind of cow's milk should be given to the one year old? How long should a child be kept on whole milk? When can 1% or skim milk be introduced? These questions elicit a wide range of opinions as the verdict is not in on this issue.

It is generally accepted that milks with reduced fat content have no place in an infant's diet. But the question of when the child is eating a wide enough range of foods that the fat content of the milk is not important, is not easily answered.

Because it is the varying levels of fat in milk that is the issue, the recommended fat content of the total diet must first be considered. The optimal fat intake for a toddler is not known but 30-40 per cent has been suggested by the Committee on Nutrition of the American Academy of Pediatrics as reasonable for adequate growth and development.

It can be safely assumed that skim milk intake would lead to a reduced fat intake below 30-40 per cent of energy needs. It carries the risk of essential fatty acid deficiency and non-organic failure-to-thrive if protein is used for energy. Given increased activity and a dramatic loss of appetite, two characteristics of the one to two year old age group, these children may not eat enough to meet their energy needs.

It is prudent not to include skim or 1% milk as part of a one to two year old's diet. As fat intake increases with the consumption of larger amounts of other foods, the fat content of milk becomes less important.

Source: *In-Touch*, Vol. 8 No. 1, Summer 1990.

... In Trends

Biotechnology: Engineering the Future of Food

Biotechnology is the latest tool in food science which may result in consumers finding beef with less saturated fat and more calcium-rich dairy products available on the market. In addition, this technology may reduce our dependence on pesticides and find new ways to use food wastes productively.

Biotechnology can be defined as using any living organism or part of a living organism for a useful purpose or to create a useful product. It is a new label for something that has been done for a long time. What distinguishes the new biotechnology is genetic engineering. Genetic engineering is possible because the structure of DNA in the cells of a human being is made of all the same building blocks as DNA in every single living organism. Genetic engineering allows us to cross species barriers.

The first way biotechnology will affect the food supply will be in production agriculture, with the emphasis on productivity or yield of crops. This work is developing plants with greater disease resistance, insect tolerance, virus resistance, and herbicide resistance. The plant biotechnology is totally compatible with sustainable agriculture and decreased dependence on chemicals.

The second wave of biotechnology applications will be looking at how we can build desirable properties into plants to benefit the consumer. For instance, can we engineer a corn that is higher in nutritional value?

Biotechnology is being studied in the area of food processing too. *Rennet*, an enzyme used in cheese-making to clot the milk, is produced in the stomach of calves. Because of genetic engineering, rennet can now be produced by bacteria. A purer, more active form and a more consistent, continuous supply have been the advantages cited.

Biotechnology can increase food industry efficiency. A big area shall be waste management. What can be done, for example, with all the pits, peels, stems, and leaves of produce that go unused? In South American countries, the alcohol produced by fermentation of such wastes is used as fuel.

Source: *Food Insight*, International Food Information Council, March/April 1990.

Canada in the 21st Century

Charting Canada's Future is the name of a report looking at demographic trends in Canada. The demographic review has found that contrary to popular belief, Canada is not facing a

population crisis. At the same time, long-term demographic changes will lead to important economic and social changes. The issues regarding population trends include the changing family, immigration, the aging population, and the economic impact of population change.

What does Canada's demographic future look like? We are undergoing a transformation to a low-fertility, low-mortality population. This results in a higher proportion of older citizens and lower levels of population growth. Immigration will play a significant role in maintaining population growth and in reinforcing social and economic change. Families and households will become increasingly diverse. These are some of the realities Canada must prepare for in the coming decades.

Source: *Charting Canada's Future Report*, Health and Welfare Canada, 1990.

Baby Boomer Markets

Look, there they are, 8.2 million of them surfing the crest of a huge Canadian population wave that has been washing over the 20th century for the past 44 years. One in three Canadians is a baby boomer, defined as anyone born between 1946 and 1964.

By the end of this century, boomers born prior to 1955 will make up over 40 per cent of all North American spending power.

The key to marketing products and services in the next decade is to observe boomers' personal values and watch how they change over time.

A few general market trend predictions include: a dramatic increase in products like adventure tourism holiday packages, a growth in sports equipment such as specialized walking shoes, and a nostalgia-driven demand for ballroom dancing and 50s-style rock'n roll dance halls. Home renovations, saunas, exercise units, and ultrasophisticated home entertainment centres will become household staples as the older boomers evolve into a generation of homebodies who want to emulate the traditional values of family and quality without foregoing the fun quotient and their generation's love affair with gadgets. The marriage of hedonism and social responsibility is predicted. Distinction and quality will continue to be marketing buzzwords. The best deal will not be the issue — quality in products and a willingness to pay the price will be. Specialty boutiques and services will abound. There will be less allegiance to particular brand names when differences are not perceived.

Source: *Canadian Business*, August 1990.

What do you say when . . . ?

What do you say when asked about seniors' housing needs?

Margaret Bateman Ellison

Housing is more than bricks and mortar; it encompasses design, forms of ownership, support services, living arrangements and other elements. When conceptualizing housing options, these aspects are combined to suit the particular needs of residents.

One Voice — The Canadian Seniors Network

It must be recognized that most of the housing stock needed in the next century is already built, and that seniors represent a growing proportion of our population. In the past couple of years seniors' housing needs and preferences, as well as existing and possible housing options, have been examined by seniors, and those involved in planning, financing, assessing, and providing housing. The needs of seniors in relation to housing options and processes are becoming better understood. But, there is the potential for a housing crisis unless individual Canadians, our governments, and housing providers take control of the situation.

Determining Seniors' Housing Needs

In addition to appreciating that housing needs change over time, seniors' needs can be assessed in several ways and related to possible housing alternatives and their attributes. For example, Maslow's Hierarchy of Needs provides a framework to use and the potential to direct plans to meet the need for safety, belonging, esteem, self-actualization, aesthetic stimulation, and understanding. Or, the concept of core need can be used to determine if a housing example is affordable, inadequate (poor physical condition), or unsuitable (overcrowded conditions).

As governments withdraw from funding Personal Care facilities, developers are responding to market demands to fill the gap for housing alternatives that meet needs between independent living and institutionalization. These alterna-

tives meet the need for: meals, housekeeping assistance, personal care, counselling, recreation, preventative health care, and/or transportation. Such alternatives, usually classified as congregate housing, are increasing in Western Canada and cater to seniors who prefer the independence of their own apartments while having the assurance of assistance, if required (Geller, personal communication, 1988).

What Seniors Say About Housing and Needs

Differences

In September 1988, 200 seniors from across Canada attended six workshops organized by the Seniors Network. It was agreed that the following groups have different housing needs:

- the rich and the poor;
- those living in rural areas and those living in urban areas;
- those physically able to get about and those incapacitated in some way;
- those equipped by experience and education and those without the skill and competencies to take advantage of housing options and assistance, including, illiterate, indigent, and homeless.

First principles

Ten first principles were identified that the seniors think should influence planning, design, and implementation of their housing programs:

- Seniors want to be involved.
- Seniors want to be independent if possible.
- Seniors need affordable housing options at all income levels.
- Seniors need physically accessible structures.
- Seniors need access to accurate information.
- Seniors want to be able to exercise choice.
- Seniors' housing must be adaptable to fit changing needs.
- Seniors' programs must be sensitive to quality of life.
- Seniors want more effective working relationships among levels of government.
- Seniors see housing and services as an integrated package that requires holistic planning (p. 7-12).

Issues identified

Six top priority issues which illustrated the particular

Margaret Bateman Ellison holds bachelor's degrees from Mount Allison University and The University of New Brunswick; master's and doctoral degrees from the University of Tennessee. She is an associate professor at Mount Saint Vincent University in Halifax and teaches courses in the Housing and Facility Management and Gerontology Programs. In 1988 she was a member of a team that conducted a national study for the Canada Mortgage and Housing Corporation that examined housing choices for people over 75 years old. Margaret Bateman Ellison is chairperson for the Housing committee of CHEA.

concerns of Older Canadians were specified at the HABITAT Workshops:

1. Financial considerations.
2. Support services.
3. Inclusion in the decision making process.
4. Organization and coordination among seniors groups and agencies created to serve older Canadians.
5. Legislation affecting housings for seniors.
6. Serving groups of seniors with special needs.

Other Views on Meeting Seniors' Housing Needs

At the *Options: Housing for Older Canadians* conference held in Halifax in 1988, speakers from Canada, Australia, Britain, Denmark, the Netherlands, Sweden, and the United States presented their insights on physical options, processes, and issues that should be considered. A summary of those presentations, clustered into six categories, profiles the current housing scene and provides inspiration and direction for the many actors in the drama of meeting seniors' housing needs.

Economic Category

- There are schemes whereby elderly homeowners are able to convert capital invested in an owner-occupied home into a retirement income scheme (OPTIONS, 1988, Delaney).
- More older Canadian women are living alone or in institutions rather than with relatives. If the trend continues, the demand for specialized housing and services required by 2001 will be equal to the population of a city the size of Halifax (OPTIONS, 1988, Priest).

Technological Category

- It has been shown that frail elderly can continue to lead independent, dignified lives, if their housing meets their need for accessibility, safety, and security (OPTIONS, 1988, Cluff).
- Continuous care can be provided within a neighborhood by meeting the challenge of developing a lifestage that supports living independently and does not accelerate dependency (OPTIONS, 1988, MacFadyen).
- When institutionalization is necessary, a residential atmosphere is desirable and can be created by employing such rules of thumb as those suggested for continuing care retirement communities:
 - a. Project Scale.
 - b. Architecture.
 - c. Critical Mass Common Areas.
 - d. Residential Neighborhoods.
 - e. Inside-out Unit Edge Windows.
 - f. Eat-in Kitchens.
 - g. Furnishability.(OPTIONS, 1988, Zeisel, p.62)

Management Category

- Residents, owners, and staff need to be partners in managing a facility (OPTIONS, 1988, Carter).
- Efficiency and atmosphere are improved if residents contribute to design and construction stages during the development of a facility (OPTIONS, 1988, Goldblatt).

Psycho-Social Category

- Flexible and adventuresome solutions are needed to accommodate the heterogeneity of the 65+ population and to overcome the potential for isolation and ghettoization (OPTIONS, 1988, Klassen).
- Housing options need to be considered as sources of stability, stimulation, autonomy, security, and retreat (OPTIONS, 1988, Lawton).

Planning Development and Market Category

- Broad social planning mechanisms, linking all "Shelter" options with all other "Human Services" in a region, together with holistic "One Stop Access" Programs providing maximum information and minimal "Case Management" to choose among living arrangements are essential prerequisites to further initiatives in housing for Older Canadians (OPTIONS, 1988, Crawford, p.8).
- Seniors have a good record in participating in Co-Op and Non Profit Housing and have dealt with the issues of: affordability, consumer demand, land acquisition, design considerations, management, and technical assistance (OPTIONS, 1988, Falk).
- The once need-driven market has become more competitive as developers join non-profit organizations in supplying seniors' housing; less traditional real estate market strategies are necessary for getting senior consumers to respond.
- Guiding principles are fundamental to planning a housing option. Take for example the principles guiding the Abbeyfield concept:

To provide the kind of life that elderly people are used to, in the kind of houses that remind them of home and not of an institution, to give comfort, security, and friendship while providing a warm friendly atmosphere, in familiar communities, and in privacy and independence (OPTIONS, 1988, Snowie, p.54).

Barriers and Regulatory Category

- Barriers to housing options include: local planning policies, land use by-laws; neighborhood desires, and fears, ie. NIMBY "Not in my backyard"; inappropriate requirements, regulations, and standards. Reform may be justified and new approaches needed when the reality of providing seniors' housing in any locality is examined (OPTIONS, 1988, Corke).

Conclusion

Both young and old need to be committed to meeting seniors' housing needs. The challenges for the coming decade range from the micro to the macro level and need to reflect that: "We have millionaires who are seniors and we have paupers who are seniors" (Norman Elliston, A senior in Etobicoke, 1988) and that "There should be an opportunity for an infinite variety of housing choices" (Charlotte Murray, A senior in Vancouver, 1988).

Having gained insight into the multifaceted nature of seniors' housing needs and responses to them, what are the challenges in your locality? □

References

- Canada Mortgage and Housing Corporation. (1988). *Options: Housing for Older Canadians*. Ottawa, ON: Canada Mortgage and Housing Corporation.
- One Voice — The Canadian Seniors Network. (1988). *Habitat: New perspectives — new choices*. Ottawa, ON: Author.



Norah Bennett

On the Job

Profile of Norah Bennett A Home Economist as Senior Staff Officer Food Service for the United Nations

By Karen Webster

I am often asked why I joined the Canadian Armed Forces. I wish that I could give some impressive, patriotic reason. At the age of 21, it was the excitement, the challenge, and probably most of all, the adventure and intrigue of being sent anywhere on a moment's notice that appealed to me. And that is exactly what happened in March, 1989. On one week's notice, I went to Namibia as the Senior Staff Officer Food Services for the United Nations Transition Assistance Group (UNTAG). The UN mandate to supervise "free and fair elections" was one year.

My job was to coordinate the procurement, storage, distribution, and accounting of food for the 4500 multinational UN military force. Eleven different nationalities were fed at approximately 25 different locations

up to 1100 km away from the Central Food Depot. Basically, anything that touched, moved, or stored food became my responsibility. Because the mandate was only one year, I had the privilege of setting up the entire food services system, getting it running efficiently and effectively, and dismantling it upon withdrawal.

All of my formal education, work, and life experiences were drawn upon to do this job. My training as a dietitian and home economist were critical to accurately forecast estimates of quantities of food for procurement, as well as determine standards and specifications for food, equipment, warehousing, frozen storage, food services contracts, and sanitation and hygiene. Although I had previous experience in some of these areas, I had never determined location and space requirements for warehousing nor requirements for frozen food storage and transportation. I feel that the process of doing analysis and research during my graduate studies assisted me greatly in finding the means and solutions to these and many other problems.

One of the greatest challenges in a job such as this is communication, interpersonal relations, and cultural understanding. My education in home economics and international develop-

ment helped me here. More so, is what I term my "informal education" through postings in Egypt and Germany, my travels, and my religion, the Bahai Faith, which has introduced me to friends from all over the world. I worked in a multinational headquarters. Two, and eventually all three of the food depots were run by Poles, most of whom did not speak English. I found the Polish people to be hard-working and dedicated. However, they had a different understanding and way of doing things. I adapted my Canadian, military style of doing business to their ways and as a result, the food supply system worked well. In dealing with the other nations, I also found it necessary to tailor my approach to their cultural styles and expectations, as well as their comprehension of the English language. In this way, I was able to provide each nation with equitable service.

What I found most interesting was the fact that not only was I the only woman officer at the UNTAG Headquarters, but I was also a senior officer. I was working with nationalities, most of whom have no women in their military force. Yet, I was readily accepted as a military officer by them and I was appreciated as being a skilled expert on the subject of food. I was again reminded that our profession and the role of women in society is not

Norah Bennett graduated from University of Alberta in household economics with a foods and nutrition major in 1969, completed a dietetic internship at University of Alberta hospital in 1970, obtained an MSc in Community Nutrition at University of Manitoba in 1982, and completed a diploma in International Development and Cooperation from University of Ontario in 1987. She is a member of the Canadian Dietetic Association, the Ontario Dietetic Association, and the Canadian Home Economics Association. She is presently serving on the International Development Committee of CHEA.

appreciated in our own country. We have a lot of work to do as professionals and women to change our professional image and rout out covert chauvinism in our society.

Food is a great factor in morale. I felt that my foremost responsibility was to provide soldiers, who are thousands of miles away from their home and family, with the best food possible. I provided food for a variety of international palates and tastebuds including Kenyans, Malaysians, Fins, Poles, Australians, Swiss, Italians, Spanish, Danes, British, and of course, Canadians. I procured white (not yellow) maize meal flour for the Kenyans, Tetley tea for the British, special cheeses for the Swiss and Italians, special coffee and pasta made only from hard wheat for the Italians, etc, etc. The greatest challenge were the Malaysians, who consume voluminous quantities of spices most of us have never had on our kitchen shelves, and many specialty items such as coconut milk, dried fish, atta flour, and tamarind. They are predominantly Moslem and all foods must be "Hal-aal", that is, legal according to Moslem law. Therefore, special contracts had to be arranged for meat as the animals had to be slaughtered in a special way.

My year in that country that I describe as "the best kept secret in the world" was invaluable in terms of learning about myself, learning about others, and gaining professional experience. Where do I go from here? Well, someday I want to buy a four-wheeled drive landcruiser and travel all over Southern and Eastern Africa, hopefully teaching nutrition at the same time. My ultimate ambition is to work in international nutrition in a developing country because I feel it is important to put something back into this world before I leave it. Until then, I have a new challenge of feeding our sailors on board ship. □

Call for Papers 1991

The *Canadian Home Economics Journal* invites articles from home economists and others who share their interest in promoting the well-being of individuals and families. Papers related to social issues affecting the home economics profession and professional practice, or providing information about professional subject fields are of particular interest.

Submission deadlines:

Summer	March 1, 1991
Fall	June 15, 1991
Winter	September 15, 1991
Spring	December 15, 1991

Demande d'articles 1991

La *Revue canadienne d'économie familiale* invite des articles écrits par des spécialistes en économie familiale de même que ceux de toute personne intéressée à promouvoir le bien-être des individus et des familles. Les articles traitant d'aspects sociaux ou apportant quelque information que ce soit dans les divers champs du domaine de l'économie familiale sont particulièrement bienvenus.

Dates limites d'envoi des manuscrits:

Été	1 ^{er} mars 1991
Automne	15 juin 1991
Hiver	15 septembre 1991
Printemps	15 décembre 1991

Guide for Authors

Canadian Home Economics Journal

Contributions to the Journal

The *Journal* welcomes articles from home economists and others who share their interest in promoting the well-being of individuals and families. Papers related to social issues affecting the home economics profession and professional practice, or providing information about professional subject fields are of particular interest. Themes and submission deadlines are printed periodically in the *Journal*. Authors are encouraged to submit articles related to the themes but should not feel bound by this directive.

Depending on the nature of the paper, authors may make their submissions to either the general interest articles or to the research (refereed) section.

Contributions that will be considered for inclusion in the research section are: reports about empirical research, review papers related to topics of current interest, research notes on particular issues, or theoretical forums related to theory development in an area of interest to home economists.

Manuscripts in English and/or French are welcome. Submission of a paper to the *Journal* implies that the paper is original and has not been published or currently submitted for publication elsewhere. If copyright material is used, it is the responsibility of the author to give appropriate credit and to obtain permission for reproduction. The original copy of the written permission must accompany the submission. Manuscripts not conforming to the stated guidelines will be returned to the author(s) without consideration.

Manuscripts accepted for publication, are edited to ensure conformity to *Journal* standards. If extensive editing is required the author(s) will be consulted.

Authors are asked to transfer copyright to the Canadian Home Economics Association by signing a Copyright and Licence-to-Use form. This process facilitates arrangements with indexing and abstracting services, and protects the rights of the author and the publisher.

Disponible en français auprès de la rédactrice

Criteria for Acceptance

Research (Refereed) Section

The goal of this section of the *Journal* is to provide researchers concerned with the well-being of families and individuals an opportunity to publish in a refereed Canadian journal. An author's submission of a research paper implies that the paper is based on original research and not published elsewhere. All articles are submitted for external review. The criteria used include:

- Focus on a significant problem in home economics.
- Scholarly report of new knowledge, confirmation or refinement of known facts, presentation of a critical review of literature, development of a theoretical framework, etc.
- Logical interpretation of data.
- In the case of empirical research, evidence of sound research methodology in the conduct of the research.
- Well organized and written in a scholarly style.
- Form and length which makes publishing feasible.
- Length limited to 2,000 to 3,000 words excluding references which may be as extensive as required.

General Interest Articles/ Letters to the Editor (Reader Forum)

All manuscripts are read by the editors and many are submitted to external reviewers. Criteria for acceptance include:

- Content that is original, addresses current topics, provides fresh insights, or new information.
- Clear, concise, logical presentation that will appeal to a constituent group of CHEA.
- Appropriate documentation of sources and conformity to the style guides adopted for the *Journal*.
- Manuscripts for articles limited to 1,500 to 2,500 words and letters to the editor to 300 words.

Preparation of the Manuscript

References for style, format, and spelling are:

- American Psychological Association. (1983). *Publication Manual of the American Psychological Association* (3rd ed.). Washington, DC: Author.
- Strunk, W., Jr., & White, E.B. (1979). *The Elements of Style* (3rd ed.). New York: Macmillan.
- Gage *Canadian Dictionary*

The submission should include the following sections: title page, abstract, text of the manuscript, references, tables (one per page), figures and other graphics (one per page), titles for figures and graphics (on a separate page), acknowledgements (on a separate page).

In preparing the manuscript adherence to the following details will speed consideration of the manuscript.

Title Page

Because papers are or may be submitted anonymously to reviewers, the following information should appear only on the title page:

- Title of paper—be concise.
- A short biography, including as a minimum, name and present position of author(s); degrees held (including granting institution).
- For research papers, give the institution at which research was conducted and date of execution.
- Name, phone number, and address of author to whom correspondence about the paper should be addressed.

Abstract

The abstract page follows the title page and starts with the complete title of the paper but does not contain the name(s) of the author(s). It should be:

- A concise summary of not more than 150 words that stands on its own.
- Submitted in both English and French. (If the abstract is submitted in only one language, arrangements for translation will be made by the editors).

Text of the Manuscript

The author is fully responsible for correct sentence structure, good English/French, and accurate spelling. In order to ensure that the paper will be understandable to all readers, it should contain a minimum of specialized language.

Style, organization, and format. Scholarly presentation of the material is the responsibility of the author(s). Organize material in a logical sequence, incorporate sub-headings, and, in the case of research or theoretical articles, give enough details of techniques so that other readers can clearly understand the author's ideas or execution of the research. Avoid repetition of ideas in the paper.

- Begin the text of the manuscript on a separate page with at least a 3-cm margin on all sides.
- Number each page on the top right-hand corner.
- Number the lines of type on each page in the left margin.
- Type double-spaced on one side of the paper.
- Limit the length of manuscripts as indicated in the criteria for each section.

Citations. Citations in the body of the article should be by author's surname, date, and pages cited when reference is made to the work of others either by a direct or indirect quotation. The following examples illustrate the required format.

Campbell and MacFadyen (1984) cautioned . . .
Fetterman (1984) stated: "The inventory . . ." (p. 18)
Research (Buskirk, 1981; Serfass, 1982) indicates . . .

Where reference is made to an article by more than two authors, the first time it appears all names must be listed. In any further reference, use the first listed author and et al. For example:

First reference: Bob, Pringle, and Rijan (1969) reported that . . . ; in any further reference use the format: Bob et al. (1969) favor diets . . .

References

All work cited in the paper must be given in a list of references at the end of the paper. Works that are not cited should not be listed. References are typed on a separate page, double-spaced throughout, alphabetized by first author's surname with paragraph indentation used for the second and successive lines. Several references by the same author are arranged by year of publication. The following examples illustrate APA style. (Note the use of lower case in the titles.)

•Book

Fremes, R., & Sabry, Z. (1981). *NutriScore: The rate yourself plan for better nutrition*. Toronto: Methuen.

• **Journal article** (do not abbreviate journal names). Nostedt, E.M. (1984). Networking. *Canadian Home Economics Journal*, 34(3), 130-132.

•Article or chapter in an edited book

Gurman, A.S., & Kniskern, D.P. (1981). Family therapy's outcome research: Knowns and unknowns. In A.S. Gurman & D.P. Kniskern (Eds.), *Handbook of family therapy* (pp. 742-775). New York: Brunner/Mazel.

•Government report

Bureau of Nutrition Research. (1983). *Recommended nutrient intakes for Canadians* (4th ed.). Ottawa: Health and Welfare Canada.

Tables

Tables should be kept to a minimum and used only when they add value to the paper. Type each table on a separate page, double-spaced with the complete title at the top of the sheet. Limit the number of characters across the table 40, 60 or 87, and organize the table to make efficient use of the space. Give each table a number and refer to it by that number in the text. Indicate the location of tables as follows:

(Insert Table 1)

There should be no vertical or horizontal lines except those in the heading and at the bottom of the table.

Figures

Figures, including graphs, pictures, line drawings, and flow charts should be included if they will improve clarity, add reader appeal, and are discussed in the text. Graphs and line drawings must be professionally prepared (one per page) in India ink with a mechanical lettering device. The original art work (or a glossy photograph of the original) must be submitted for publication. Authors should note that the use of a typewriter to produce the lettering is not acceptable.

Each item should have a clear heading and be numbered (e.g., Figure 1). Placement in the text should be indicated on the manuscript.

Photographs, when submitted, should be good clear prints. Do not write on the front or back and do not attach them to other materials with paper clips or staples. Attach a sheet that includes the caption to the back of the picture with tape.

In preparing graphics it is good practice to prepare them twice the size that will be shown in the text. Lettering should be done using 12- or 14-point characters. Remember that they must then be reduced to fit within the dimensions of the column or page. The finished width in the *Journal* will be 55, 85, or 180 mm.

Additional Information

Authors should consult the *Publication Manual of the American Psychological Association* (3rd ed.) for complete information.

Review Process

Research Refereed Section

Copies of research papers will be sent to two or more qualified referees. Within six weeks the author should receive a summary of the referees' decisions, comments, and suggestions. Referees may recommend acceptance, minor changes, major revisions, or rejection of the paper. If the author agrees with the reviewers' comments, a second draft, incorporating suggested changes should be prepared. If the author does not agree with the suggested changes, justification for that stand may be provided. The paper will be published as soon as possible after it is accepted. Copyright and licence-to-use forms are sent when the paper is accepted.

General Interest Articles

All manuscripts are read by the editors and many are submitted to external reviewers. Authors should receive a report on the acceptability of the paper within four to six weeks.

Submission Information

Four copies of papers intended for the research (refereed) section should be submitted to:

Betty Crown, PhD
Dept. of Clothing & Textiles
301 Printing Services Building
University of Alberta
Edmonton, Alberta T6G 2N1

Three copies of a manuscript intended for the general interest sections should be submitted to:

Glenda Everett
Lethbridge Community College
3000 College Drive S.
Lethbridge, Alberta
T1K 1L6

All manuscripts are acknowledged as soon as they are received.

Informations pour la soumission des textes

Pour ce qui est de la section des articles d'intérêt général, **trois** copies du texte proposé doivent être expédiées à:

Carmelle Therien-Viau
C.P. 192
Prevost, Quebec J0R 1T0



HONOR AWARD

The Canadian Home Economics Association has a number of dedicated **members** who have devoted much time and energy to the association and profession. The Honor Award pays tribute to CHEA members who have provided outstanding leadership and service to the association and/or profession over a number of years. This award is presented at a special ceremony during the annual conference in July.

Eligible Nominees

A nominee must have been a CHEA member for at least ten years, and have contributed to CHEA or the home economics profession in an outstanding manner.

HONORARY MEMBERSHIP

From time to time, the Canadian Home Economics Association recognizes distinguished **non-members** who have made noteworthy contributions to some aspect of the profession of home economics. This award is presented at a special ceremony during the annual conference in July.

Eligible Nominees

An individual from an allied professional or technical group, who does not qualify for membership in CHEA, may be nominated. The nominee must be someone who has become associated with home economics in a manner which has been mutually beneficial and rewarding.

Submissions (Both awards)

The submission must include:

- Completed nomination form (available from National Office).
- A description (in 500 words or less) of the nominee's achievements, and the nature and impact of these activities.
- A resume or curriculum vitae including details of education, professional experience, honors and awards, service to professional associations, and volunteer work.
- A letter of support from each of two of the nominators.

Nomination Procedure (Both awards)

Nominations may be submitted by individual members or provincial/branch associations.

Each nomination must be endorsed by six CHEA members, at least one of whom is a member of the Board of Directors.

Information for the submission should not be obtained solely from the nominee, but also from other CHEA members and non-member associates.

Knowledge of the nomination must be held strictly in confidence by those marking the nomination.

Nominations must be postmarked by March 31 and sent to Awards Chair, CHEA National Office.

Unsuccessful nominations may be redocumented and submitted again in subsequent years.



Advertising Rate Card No. 18 Effective Spring 1990

CANADIAN HOME ECONOMICS JOURNAL

Official organ of the Canadian Home Economics Association

Published 4 times annually January 1, April 1, June 15, October 1

Circulation 2000

Editor: Glenda Everett, Lethbridge Community College
3000 College Drive, S., Lethbridge, AB, T1K 1L6
Tel: (403) 320-3343

Business Manager: CHEA National Office, 901-151 Slater St., Ottawa Ont., K1P 5H3
Tel: (613) 238-8817 / 238-8819

Advertising Rates (per insertion)

Page rates	1 time	4 times	Covers (non-cancellable)
Full page	470.	445.	Inside front 540.
2/3 page	400.	375.	Inside back 515.
1/2 page	280.	260.	Outside back 590.
1/3 page	235.	210.	Centre spread 870.
1/4 page	190.	165.	
Color			Inserts
Standard	265.		Black & White space rate
Matched	295		plus 110. tip in charge
Process	875		per M.
Bleed	n/c		

Preferred position charge: 15% of space rate only

Closing dates: First of month preceding publication

Mechanical and Offset Requirements

			Unit sizes
Type page	7 x 10	1 page	7 x 10
Trim page	8 1/8 x 10 7/8	2/3 page	4 1/2 x 4 7/8
Bleed page	8 3/8 x 11 1/8	1/2 page	7 x 4 7/8
Inserts	8 1/4 x 11 1/8	1/3 page	2 1/8 x 10
Paper stock	80lb	1/4 page	3 3/8 x 4 7/8

Offset Requirements: Emulsion side down. Four color offset negatives, separated for color, plus one set of progressive proofs. Maximum screen 133.

Mailing Instructions

Send inserts and production materials to:
Canadian Home Economics Journal
MOM Printing Ltd., 300 Parkdale, Ottawa, Ont., K1P 1G2.(Attention Ed Finnigan)

Send inquiries, contracts, insertion orders to:
Canadian Home Economics Association, Attn: Business Manager
901-151 Slater Street, Ottawa, Ontario, K1P 5H3

“They want to take another walk!
It's a dog's life!”



Everybody's now into activity
and healthy eating, doggone it!
We think you should be too!

Make your move.



CHEA Conference 1991 **Congr s de l'ACEF 1991**

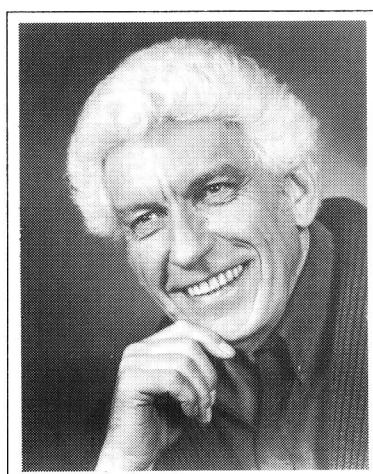
FAMILIES

Navigating the 90's

July 7-11, 1991
Halifax Sheraton
Halifax, N.S.

keynote speaker:

Roy Bonasteel
("Man Alive")



FAMILLES

Traverser les Ann es 90

du 7 au 11 juillet
Halifax Sheraton
Halifax, N.E.

conf rencier principal:

Roy Bonasteel
("Man Alive")

Dr. Kelvin Ogilvie

Vice-President, Acadia University
Synthesis of DNA and RNA
"Gene Machine"

Dr. Kelvin Ogilvie

Vice-Pr sident, universit  Acadia
Synth se de ADN et ARN
"La Machine   g nes"



Champagne Cruise
of Halifax Harbour
aboard the
"White Heather"

Lobster Party
at the Shore Club
Hubbards, N.S.

Croissade de Champagne
au port d'Halifax
sur le bateau
"White Heather"

Soir e de Homard
au "Shore Club"
Hubbards, N.E.

